



[Quick Tips: Build Your Brand](#)

BASIC TIPS:

- One way to think about your personal brand is what would people say about you when you're not around.
- Being authentic, figuring out who you are, and discovering what matters to you will help your personal brand evolve.
- Look to the people who have your dream job and see what you can learn about their personal brand online, and then let that guide you in developing your own brand.
- Keep in mind, when you work for a company, you are representing that brand so be cautious when posting on social media platforms.
- Google your name to see what pops up. If you see something negative, work to fix it so you can showcase yourself in the most positive light.
- Grow your online presence by creating a LinkedIn profile. Even if you don't have a lot of work experience, you still have skills that you can showcase online in your profile to an employer.