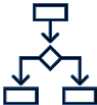


Personal Branding and Networking

This guide gives you useful information, hints and tips to consider when thinking about the impression you want to make on others during the interview process, onboarding to your new employer, with a new network of like-minded professionals. Building a strong personal brand can help you stand out and attract new opportunities. Here are some key tips to get you started:

	Be authentic	Stay true to yourself: your personal brand should reflect who you genuinely are. Authenticity builds trust and credibility.
	Define your unique value proposition	Identify your strengths: what makes you unique? What skills, experiences or perspectives do you bring to the table?
	Tell your story	Share your journey: people connect with stories. Share your experiences, challenges and successes to make your brand relatable.
	Create consistent content	Be consistent: Regularly share content that aligns with your brand on platforms like LinkedIn, Twitter (X) or a personal blog.
	Engage with your audience	Build relationships: engage with your audience by responding to comments, participating in discussions, and showing appreciation for their support.
	Network strategically	Connect with influencers: build relationships with key figures in your industry. Networking can open doors to new opportunities.

	Leverage social media	Use social platforms: choose the platforms where your audience is most active and use them to showcase your expertise and personality.
	Seek feedback	Learn and improve: regularly seek feedback from peers and mentors to refine your personal brand
	Be patient	Stay committed: building a personal brand takes time. Be patient and stay committed to your goals.

Suggested resources

Here are some helpful resources you can use when thinking about personal branding.

<https://uk.indeed.com/career-advice/career-development/personal-branding-tips>

<https://buffer.com/resources/how-to-build-a-personal-brand/>

<https://sproutsocial.com/insights/personal-branding/>

<https://www.makeuseof.com/personal-branding-tips/>

<https://brandyourself.com/definitive-guide-to-personal-branding>

<https://www.thinkific.com/blog/personal-branding-guide/>