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## Creating Your Personal Brand for Success!

**“Your personal brand is what people say about you when you are not in the room.”**

**Jeff Bezos, CEO of Amazon**

### Lesson:

Your personal brand is everything that shapes how people view you including friends, colleagues, college admission officers and future employers. Look over what you are currently posting on social media. If it isn't professional, now is the time to change it. Use the “grandma” test; don't publish anything you wouldn't want your grandma to see. Wipe your social media pages of incriminating photos and delete grammatical errors.

### Instructions:

- How effective is branding? Take this quiz to see!
  - Go to <https://quizizz.com/join> and enter the code [795725](#)
  - Have fun trying to match the logo with the company and note how many you recognized.
- Go to your personal social media pages and look at the photos, words, and other content. Imagine someone who knows nothing about you is looking at your page. Ask yourself:
  - What do these photos and words say about me?
  - Does my page reflect the kind of person I am or want to be?
  - What would a potential employer or college admissions representative think about me after viewing my social media pages?
  - What would my grandma think of my social media page?
  - Is my social media pages helping or hurting me?
- Clean up your social media pages:
  - Remove any photos, words, phrases and other content that others might find offensive or inappropriate
  - Add photos, words, phrases and other content that reflects the good person you are, positive things you're interested in, and goals that you might have.

### Creating a professional LinkedIn profile:

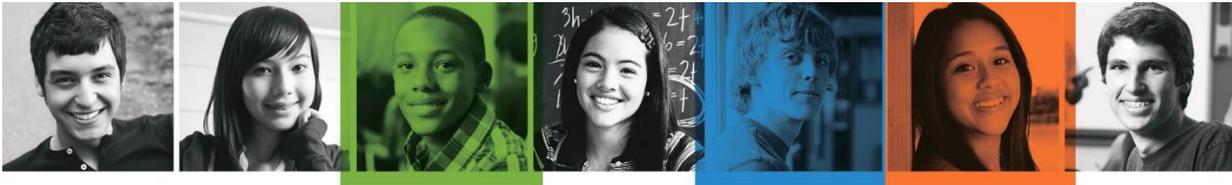
Why should you do this now as a high school student?

1. Since only about 9 percent of high school students have a LinkedIn profile, you will stand out from your college competition.
2. You are helping set yourself up for career success early.
3. You are taking control of your online narrative and making it positive and productive.
4. You can start doing professional networking right away. Sometimes it is not what you know but who you know that helps you be successful!



### Steps to creating a LinkedIn profile

On the next two pages are a list of the items needed to create a LinkedIn profile with suggestions. You do not have to do them all right now. You can start it now and update items later. You will need a professional looking headshot picture so have a family member take one. Be true to yourself in your profile and fill it with your strengths. What makes you “you”? What relevant experiences do you have? How are you different from other students with similar goals? When you are done, look for people you know to link to! Follow companies you would like to work for.



# LinkedIn Profile Checklist

**PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

**HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

**SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

**EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

**HONORS & AWARDS:** If you earned a prize in or out of school, don't be shy. Let the world know about it!

**Amy Gomez**  
Gadget Lover and Aspiring Engineer  
San Francisco Bay Area | Computer Software

Previous: Best Buy  
Education: Archbishop Mitty High School

153 connections

[www.linkedin.com/in/amygomez/](#) [Contact Info](#)

**Background**

**Summary**  
I live for tech. I'm always the first one in my school to know about the latest gadget or newest website. And while it may be a little geeky, that's my passion.  
My dream is to go from someone who reads about the newest technology to the person who makes it! So I'm working hard to learn Java and Ruby. And then, someday, I plan to start my own tech company.

**Experience**

**Repair Technician**  
Best Buy  
June 2013 – August 2013 (3 months) | San Jose, CA

Worked 20 hours a week in the Service Department, fixing everything from laptops to iPhones. Received 5-star rating from 97% of customers.

**Honors & Awards**

**California Scholarship Federation**  
Archbishop Mitty High School  
May 2012

Received a scholarship from the California Scholarship Federation (CSF), the oldest such institution in the state. CSF grants scholarships to just 50 students across California each year, based on academics, community service, and citizenship.

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**PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

**COURSES:** List the classes that show off the skills and interests you're most excited about.

**SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

**ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

**VOLUNTEER EXPERIENCE & CAUSES:** Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

**EDUCATION:** Starting with high school, list all the educational experiences you've had - including summer programs.

**RECOMMENDATIONS:** Ask managers, teachers, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

**Projects**

**FIRST Robotics Competition**  
April 2013  
Worked with my fellow Robotics Club members to build a functioning robot for the world's largest high school competition. By using artificial intelligence, our robot was able to cross a playing field on its own and score goals!

8 team members, including:

- Amy Gomez**  
Gadget Lover and Aspiring Engineer
- Ashley Reese**  
Robotics Club VP

**Courses**

**Archbishop Mitty High School**

- AP English Literature and Composition
- Statistics
- AP Physics C Electricity & Magnetism

**Skills & Expertise**

Most endorsed for...

- 12 Laptops
- 11 Customer Service
- 10 Troubleshooting
- 10 Computer Hardware
- 10 Windows 7

**Organizations**

**Robotics Club**  
President  
April 2012 – Present  
Helped found and lead my school's first robotics club, including a trip to the Sacramento Regional for the FIRST Robotics Competition.

**Volunteer Experience & Causes**

**Volunteer**  
Habitat for Humanity International  
January 2013 | Disaster and Humanitarian Relief  
Helped to build a new home for a refugee family from Somalia.

**Education**

**Archbishop Mitty High School**  
2010 – 2014 (expected)

**Recommendations** Received (1)

**Repair Technician**  
Best Buy

**David Lee**  
Manager, Service Department

“ Amy was one of the best summer workers I've ever had. She came in and figured out how to fix just about anything, no matter how tricky. And she always made our customers feel good about their experience, even if they were nervous about using technology. Highly recommended!

October 30, 2013, David managed Amy at Best Buy

Want more LinkedIn tips for students? Check out [students.linkedin.com](http://students.linkedin.com)

