

Your Personal Brand

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In the Chat Box:

Name

Grade

College/Career Plans



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES



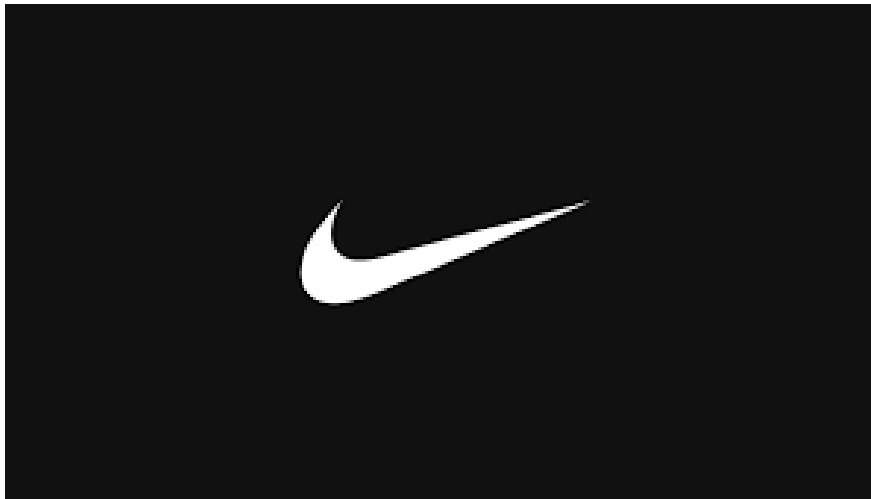
Professionalism

Behavior or attitude of someone in a work or business environment





- What brand is this?
- What do we think of when we see this logo?
- If someone is wearing this brand of clothing, what does that say about the company?



Your Personal Brand

- What others think of when they see you based on their perception of you.
- What impacts your personal brand?
 - How you interact with people
 - How you carry yourself
 - Social media presence



Why does this matter?

- Professionalism extends beyond the workplace.
- We live in a small, well-connected community. Community and business leaders know each other and talk regularly.
- Social media and electronics have connected us 24/7/365.



**Businesses & colleges do not
want people who will reflect
poorly on their reputation.**



Day-care employee fired for Facebook post saying she hates ‘being around a lot of kids’

1. “A former colleague of mine posted about how he was going to use up all his sick leave then quit. He posted it at 9 a.m., and was told he didn’t have a job at 11 a.m.”

'I feel threatened': Unmasked Florida man's viral Costco outburst cost him his job

"He absolutely does not represent our values and no longer works at our agency," the CEO of Ted Todd Insurance said Tuesday.

Colleges Rescinding Admissions Offers as Racist Social Media Posts Emerge



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The Internet is FOREVER

There is no true delete on the internet

WWW means World Wide Web

Every Picture

Every Post

Every Detail

forever



**CANDIDATES,
BE CAREFUL**
— *what you post* —
ON SOCIAL SITES

3 of 4
HIRING MANAGERS
& RECRUITERS
CHECK
CANDIDATES'
[**SOCIAL**]
PROFILES

*Even if they
are NOT
provided!*

1 of 3
EMPLOYERS
REJECTED
CANDIDATES
— *based on* —
SOMETHING
THEY FOUND IN
SOCIAL PROFILES

Content that turns off employers:

- Provocative or inappropriate photos, videos, etc.
- Drinking/Drug Use
- Discriminatory comments
- Bad-mouthed previous company/coworker
- Poor Communication Skills



What is the best way to protect your personal brand?

Not saying it.

Not doing it.

Not posting it.

