

"Personal Branding on LinkedIn"

by Ms. Jinal Shah Marketing Consultant, LinkedIn Micro-Influencer
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"Resume are dying; our personal brand is our new resume". At the times of COVID, social media acts as a great tool in order to build up our personal brand. Personal branding is how you stand out and differentiate yourself; personal branding is how you position yourself; personal branding is how you break the social media clutter. LinkedIn provides an opportunity to its users to engage in professional networking and build a unique personal brand

Introduction

Branding is all about what our social media platform depicts about ourselves. **In today's online scenario, social branding is like earning your own personal place and help break the clutter.** The session began with an introduction about the speaker Ms. Jinal Shah, an Assistant Professor from NMIMS who is also a LinkedIn Micro- Influencer. The speaker delivered various tips and techniques to be followed while creating a LinkedIn profile and various ways to attract recruiters through personal branding. **The speaker mentioned that personal branding is a conscious effort which takes continuous hard work and hence a good LinkedIn profile is the stepping stone to one's success.**

Strategies to build up a LinkedIn Profile

- It is important to follow a strategic alignment between Target audience, the social median platform and one's personal talents. In this regard, it is necessary to create a profile such that it helps to generate placement and internship opportunities, live projects, higher fields of education etc.
 - A LinkedIn profile must have a professional recent head shot profile picture. Joining various groups and actively sharing your thoughts in a sophisticated manner will help you know your target audience as well as reach out and increase a good social network. Customize a LinkedIn URL such that it appears at the top in a google search. This customized URL can be added to e-mail signature line, business cards etc.
 - Maintain a 20- 80% ratio with respect to the personal content shared and Value adding content. Depicting your real self and remembering that "Less is better" in terms with the content shared to the audience holds value.
 - One should openly share their voice, when it comes to generating quality content and displaying current achievements. While posting content, tag appropriate people, to whom the post is of relevance. Tagging should not be done with a motive to increase followers. Make use of maximum 3 hashtags while posting articles.
- The above techniques mentioned by the speaker will help advance one's career, credibility and confidence.

Suggestions to refrain from for a LinkedIn Profile

- Avoid exaggeration of one-self on LinkedIn. Avoid mentioning more than 10 skills. Mention relevant skills for the same. Refrain from following "Quid Pro Quo" i.e. barter deals while giving and taking referrals.
- Unfollow unnecessary content or feed that created clutter as well content and people who do not belong to your target audience.
- Strictly avoid grammatical errors and share posts only 2 to 5 times in a week. Refrain from the 3 B's on LinkedIn- Boasting, Bloating, Bragging.

Suggestions to be vigilant on LinkedIn

- Be careful about predators and avoid sharing mobile number and personal information. Stay away from accounts trying to focus on traffic posts.
- Be careful about the content liked, shared or commented.

Key Takeaways from the session

The speaker mentioned that Personal Branding is a Marathon not a Sprint. It requires constant consciousness to build a strong social connect that will fetch you with great career opportunities. A good personal brand will let you stand out of a crowd and is in a position to ensure trust. The speaker discussed some features of LinkedIn like downloading LinkedIn profile to PDF format, muting unnecessary posts etc. **She also demonstrated practically,** various sections in creating a strong, impressive LinkedIn profile. Ms. Jinal gave an interactive session where participants gained insights into social branding. The session concluded with various queries by the participants and pertinent answers were given to the questions from the speaker. **Overall, it was a very informative session with a total of 95 participants who gained an opportunity to explore further how LinkedIn profiles can be relevant for personal branding.**

Compiled by – Dr. Uday Kashid & Prof. Anahita Garrad of Vidyalankar Institute of Technology.