

# Brand New You

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## General Tips to Control Your Personal Brand

- Use professional profile pictures of your face
- Use your full name on all profiles and domains
- Fully fill out all profiles/bios
- Include your location when possible
- Post regularly on your social media sites/websites
- Follow people and organizations of your interest and in your career field
- Like and share content that is appropriate and that presents you in a positive light
- Review your Google search results monthly and remove negative results
- Provide links to your other profiles in the bio of each site

## Suggested Platforms

Handshake • LinkedIn • Twitter • Facebook • YouTube • Pinterest  
Tumblr • BrandYourself • Personal Website (WordPress, Weebly) • Instagram

## Additional Information & Platforms

Instagram – Not strong on Google search, but great tool to showcase personality

Vimeo – Ad-free open video platform that provides creators with tools and technology to host, distribute and monetize videos

SlideShare – Hosting service through LinkedIn for professional content including presentations, infographics, documents, and videos. Users can upload files privately or publicly in PowerPoint, Word, PDF, or OpenDocument format. Content can then be viewed on the site itself, on handheld devices or embedded on other sites

Medium – Online publishing platform

About.Me – Personal web hosting service for website, portfolio, or blog

CrunchBase – Platform for finding business information about private and public companies  
Crunchbase information includes investments and funding information, founding members and individuals in leadership positions, mergers and acquisitions, news, and industry trends

Quora – Question-and-answer website where questions are asked, answered, edited, and organized by its community of users in the form of opinions