

= Create & Manage Your Virtual Presence: A UNC GUIDE



STAGE 1. CREATE YOUR PERSONAL BRAND



1. DESIGN YOUR BRAND STRATEGY

Your personal brand is the first impression people have of you when they find you online

Be intentional: what strengths do you want people to recognize you for?

Use tools and worksheets to ensure your brand is solid

2. ALIGN YOUR WEB PRESENCE TO MATCH YOUR BRAND

LinkedIn, Facebook, Instagram, Twitter, Pinterest, TikTok, Snapchat and more

3. AUDIT YOUR BRAND

Make sure your digital footprint matches your personal brand

4. AMPLIFY YOUR BRAND

Amplify your brand through your communications: Look at your Resume, Cover Letter, Email Signature, Business cards, website and more



STAGE 2. MAKE YOUR BRAND WORK FOR YOU



5. NETWORK FOR MEANINGFUL CONNECTIONS

Build relationships online

Share resources with your connections

6. BECOME AN EXPERT IN YOUR INDUSTRY

Join industry social networking groups

Share articles and resources in these groups

Attend employer information sessions to learn about culture and expectations

7. BE PREPARED FOR VIRTUAL INTERVIEWS

Practice online using tools like Big Interview

Participate in mock interviews with a career counselor

Consider using virtual backgrounds

8. STAY ENGAGED

Reinvest in your professional associations

Post on social media regularly

Maintain and deepen professional relationships



Visit careers.unc.edu for more tips.

www.careers.unc.edu/virtual-presence

