

**TO COMPLETE:**

**Brand review and plan**

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| **STEP 1: What do you want people to think about you based on your online profile?**: Write some key words you would hope people who view you online will associate with you: |
| Click or tap here to enter text. |

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| **STEP 2: What will people searching for you online find to inform their view of you?**  |
| 1) Do you appear in the first page of search results on a major search engine? Yes [ ] No [ ]  |
| 2) Which of the following types of content appears in the first few results pages?  Social Media Account(s) [ ]  LinkedIn Account [ ]  Personal Website(s) [ ]  Blog(s) [ ]  Vlog(s) [ ]  Images [ ]  |
| 3) How happy are you about the content which appears about you?  It’s all great and relates to my key words [ ]  Some content needs adjusted (out of date/inappropriate) [ ]  |
| Note any immediate adjustments you need to make: Click or tap here to enter text. |

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| **STEP 3: Which of the following platform types are you currently visible on?**  |
| Social connections: Facebook [ ]  Twitter [ ]  Other [ ]  Click or tap here to enter text.  |
| Professional connections: LinkedIn [ ] Other [ ]  Click or tap here to enter text. |
| Visual creative content focus: Instagram [ ]  YouTube [ ]  TikTok [ ]  Pinterest [ ]  Other [ ]  Click or tap here to enter text. |

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| **STEP 4: How are each of your key words from step 1 shown in your online results**   |
| **Key word:** | **Clearly demonstrated** | **Could be visible** | **Not visible/Contradicts** | **Actions could take:** |
| *EG: Creative* | *Videos (YouTube)**Evidence of creative work (LinkedIn links)* | *Text describing how you’ve been creative in your activities (Facebook)* | *Poor visual use of customised sections of platforms (LinkedIn profile background)* | *Review all platforms to check all show high quality creativity* |
| Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
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**What do I do once I have reviewed my online brand?**

Use the notes you have made and actions you have identified to assist you to make a plan for developing your online brand. The SMART Goal Setting tool gives you a format to follow for setting goals.

**Other guides in this series : **[**Completing a Skills Audit**](https://www.abdn.ac.uk/careers/resources/tags/202/5841/) ****[**SWOT Analysis**](https://www.abdn.ac.uk/careers/resources/tags/202/5840/) ****[**Setting SMART Goals**](https://www.abdn.ac.uk/careers/resources/tags/202/4742/)