

PERSONAL BRAND CHECKLIST

A Quick Guide To Make The Most Of Your Online Presence

Create A Personal Brand Statement

This will set the tone for the rest of your branding efforts

Google Yourself

If there are red flags you can't fix, i.e., business reviews or things posted by others, note them. That way you can address them if they come up.

Search....



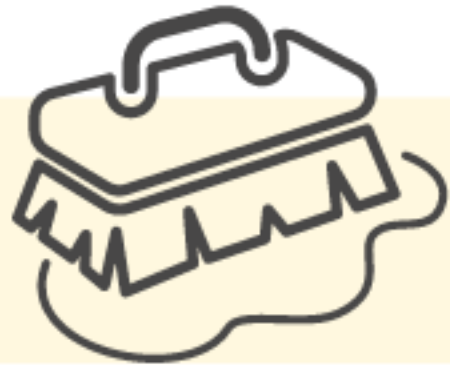
80% of remote recruiters will google you before they interview you!

Update Your Name & Profile Photos

Make sure the same name and profile picture is used across all of your social media platforms

Clean Up Embarrassing Social Posts

Use [Scrubber.Social](#) to help you find potentially offensive or inflammatory posts that can prevent you from getting interviews



Scrubber Social has a FREE 60-second auditing tool you can use.

Be Social

Share regularly and interact with others. Remote recruiters want to get a feel for your personality and whether you would be a good culture fit

Share Thoughtfully

Be positive on social media and make sure your posts fall in line with your personal brand statement

Use Automation Tools To Help

A consistent personal brand means regularly posting quality content on social media. Use [Buffer](#) to schedule posts that you can be proud of without having to spend hours on social media every day.