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PERSONAL BRANDING IN GLOBAL BUSINESS

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ABSTRACT

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<p>The research topic was personal branding, how to create one and manage it on social networks. The aim of this thesis was to bring out the real meaning of brand and especially personal brand. Extraordinary individuals such as David Beckham and Kylie Jenner were mentioned on how their brands have been used so successfully. It also aimed to show the effect of social media on personal branding.</p> <p>The data was collected by using different techniques and analytical methods in a non-standardised way, both primary and secondary sources are used in this thesis to collect data. Research methods included a thorough study from the book Job Searching with Social Media for Dummies by Joshua Waldman (2013) and some other sources specializing in personal branding. Theories were used to clarify what goes into a personal brand and how to build one's brand based on the basics.</p> <p>The findings of the thesis showed that personal brands are quite easily created but the success measure based on the personal values, visions and competences. The process of creating a personal brand should be considered and conducted by every individual, both private and public ones.</p>		

<p>Key words Personal branding, Social Networks.</p>

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1 INTRODUCTION

The research topic is personal branding, how to create one and manage it on social networks. The author is amazed by how social media influencers brand themselves and create businesses based on their fame. This thesis will bring out the real meaning of brand and especially personal brand. Personal Branding is the means by which people remember each other, it is how one present themselves online and offline to potential clients, customers or even great friends. Personal branding can be a real stumper for many people, but some did and are doing it excellently, two outstanding individuals of turning their fame into money-makers will be introduced.

On the other hand, how and what would happen if theories were to be applied to a normal human being? First of all, each and everyone should understand why they need to start thinking about building one brand of their own. The importance of a personal brand; realizing what goes into a personal brand; figuring out who you are in order to build your brand; delivering the right message to the right person and obtaining feedback on your brand from others are theories in the book *Job Searching with Social Media For Dummies* by Joshua Waldman (2013), which will be covered and analyzed. Basic concepts are researched and explained for further use.

Digital Profiles have become the staple for pre-hiring procedures at many organizations. Résumés are proving to be far less useful than they used to be since they don't provide a look into someone's personality. Most companies have realized that they can resolve cultural fit by observing behavior outside of a traditional interview setting (Greenhalgh 2018). Different than a website or a résumé, which are strictly one-way forms of communication, social media sites allow users to comment, share, or chat with each other, often in real time. Further, social media tools have lowered the barrier to publishing content online itself, and an army of bloggers, webcam video producers, and article writers have found a voice. Social media has given ordinary people a chance to build an audience or interact with their favorite celebrities or companies. Indeed, with social media comes one's online reputation, and that reputation matters (Waldman 2013, 5). The fifth chapter of the thesis focuses on different social media platforms, their general introductions and how to use them effectively for a personal brand will be discussed.

The data is collected by using different techniques and analytical methods in a non-standardised way, which leaves room for natural and conversational changes and emergences during the research process.

Both primary and secondary sources are used in this thesis to collect data. The thesis will answer the following main research questions:

- What is personal branding and why is it essential?
- How to create and manage a personal brand?
- How social networks affect a personal brand?
- How to create an effective personal branding strategy on social media?

Branding a person requires a lot more than just researches and surveys. The process of creating a personal brand should be considered and conducted by every individual, both private and public ones. The success of each brand based on the its personal values, visions and competences. In order to find those factors, being honest, being true to oneself is the best way, which also helps to maintain a sustainable personal brand.

2 REMARKABLE EXAMPLES

In this chapter, two outstanding individuals of turning their fame into money-makers will be introduced. David Beckham, from starting his Premier League football career with United to becoming a super global brand, along with his family, he has built an empire worth £470 million and counting, making the family over £130 million wealthier than the Queen (Burton 2017). In another aspect, Kylie Jenner, the youngest celebrity on Forbes 100 (a list of the 100 top-paid celebrities in the world) having earned over \$41 million over the past year thanks to her fame.

2.1 David Beckham

David Beckham was the 2nd most money-making retired sports star behind Michael Jordan according to the new Forbes study. In addition to his professional prowess, the factors as personality, communication skills, fashion sense and family image add to the value of his brand. Even when his brand is no longer attached to the grass field, the brand name is still valid and can cover a broader range of areas beyond the sports boundaries as a forever culture and fashion icon.

The polish of this one-man brand is insanely marketable. In 2014, a year after retirement, Beckham netted £47.9m, more than any former athlete in the world other than Michael Jordan (Burton 2017). In Hilfiger's estimation "women like to look at him, they think he's sexy and hot, and men, generally, want to look like him". Beckham is a great example of how developing a person brand can bring huge advantages (Reed 2016).

Beckham became known as a fashion icon, and together with Victoria, the couple became lucrative faces sought after by clothing designers, perfume and cosmetics manufacturers, hair stylists, exercise promoters, health and fitness specialists, fashion magazines, and spa and recreation companies. One example is a line of aftershave and fragrances called David Beckham Instinct (FIGURE 1).



FIGURE 1. David Beckham Instinct fragrances (Nguyen 2018)

Beckham, along with his slick wife Victoria, have created and developed an amazing inspirational holistic Beckham brand. Compared to other brands, the Beckham brand is more attractive due to its flexibility. He is a human being. He doesn't just stand still, wait for the container and get moved away. A brand name of this product cannot be assigned to other products. BMW is an automobiles brand, so it cannot be attached to shampoo or food in any other ways. But Beckham can. He is not the only logo made for a single product. He can choose the product he wants to attach himself to or pay for his "logo". Beckham has or is working for Pepsi, Police Sunglasses, Sainsbury's (in the UK), Young's frozen fish, H&M, Armani, Belstaff, Adidas, Brietling for Bentley, Burger King, Walt Disney, Diet Coke, Samsung, etc. The list goes on with brands under his own name, from perfume, games, a clothing line to underwear, and all sold well. Personal brand is a glittering veil that covers everything involves the individual. This is what makes it so valuable (Reed 2016).

2.2 Kylie Jenner

Kylie Jenner, an American reality television personality, model, entrepreneur, socialite, and social media personality. As of 2018, with 121 million followers, she is one of the top 10 most followed people on Instagram (one of the most influential social networks in the world). Kylie Jenner is an influential star, always know how to create outstanding trends. Being famous since childhood, but not until she changed her look, especially her lips, Kylie Jenner has really turned into a global phenomenon. No one can forget the marvellous hashtag #kyliejennerlipchallenge, which has made the young people find the craziest ways to get Kylie's lips. Not sure if this is the sincere response from the fans, or just the way people make fun of her. But clearly, this effect has successfully added to the reputation of Kylie's newly launched lipstick. In 2017, it was revealed that Kylie Cosmetics (FIGURE 2) – of which she is the chief executive officer, chief marketing officer and chief creative officer – generated sales of \$420 million in just 18 months (BBC news 2017).

Add to that the millions she's earned from TV programs and endorsing brands like Puma and PacSun, and \$60 million in estimated after-tax dividends she's taken from her company, and she's conservatively worth \$900 million, which along with her age makes her the youngest person on the fourth annual ranking of America's Richest Self-Made Women. But she's not just making history as a woman. Another year of growth will make her the youngest self-made billionaire ever (Robehmed 2018). She'll sit alongside the founders of Airbnb, Uber, Instagram, Pinterest and Facebook. And guess what? her fame (or brand) is the most important factor that forms all of her succeed.

Jenner basically has the power of media in her hands with over 120 million followers on Instagram and millions more on Snapchat, and many of them are young women and girls—an audience at once massive and targeted for her lip products. Almost hourly, she takes to Instagram and Snapchat, pouting for selfies with captions about which Kylie Cosmetics shades she's wearing, takes videos of forthcoming products and announces new launches (Robehmed 2018). Smart enough to use Kylie's fame in the right way, Kylie and her mother Kris Jenner have turned her "compelling lips" into a powerful money maker. While many businesses spend money to get advertised, it comes naturally to Kylie thanks to the public's curiosity, help her get PR "free" for her cosmetics line. Additionally, organizations cannot ignore Kylie Jenner's influence on social networking. Just by posting ads online, she has acquired a few million dollars easily from brands in every field, ranging from sportswear, electronics to supplements.



FIGURE 2. A Kylie Jenner's lip kit (Nguyen 2018)

It's not just Kylie's beauty line making her money, she has *Keeping Up With The Kardashians*, a clothing line with sister Kendall, her new reality show *the Life of Kylie* and modelling contracts with other clothing brands to add to her fortune. We are in the era when celebrities are not only famous by their talents, but also by tricks and gossip. Thanks to the development of the Internet, especially the emergence of social networking, a new generation of celebrities was created from reality TV shows, from Instagram, Facebook, etc. Therefore, it is difficult to get rid of Kylie's influence in a world that now partly dominated by the likes and followers.

2.3 You

Nowadays, with social networks, YouTube, livestream channels ... people are already branding themselves, aware of it or not. Having an appealing personal brand, we can do a lot of things, expand our reach, even set ourselves up in a completely non-professional field. Customers, clients, vendors, press and even companies looking to hire will be willing to connect with us. According to Society for Human Resource Management, 84 percent of hiring managers use social media to hire - 96 percent use LinkedIn, and 53 percent use Twitter. Whether you are trying to build your business, find a job, get noticed by the press, impress vendors, attract influential contacts or simply make new successful friends, a powerful, attractive and visible brand is the key (Sweetwood 2017).

3 PERSONAL BRANDING

In 1997, when the Internet was in its infancy, social networking sites were still in the early concept era, for the first time from America, the land of sowing and catching the trend, a concept was born: Personal Brand - The term is thought to have been first used and discussed in a 1997 article by Tom Peters. 22 years later from that, information technology has completely changed the way we view the world and how the world is defined, naming each one of us. In order to survive in the digital environment, where the opportunity to express character and to assert the power of self is divided to all, everyone must grasp their weapons, their means: a Personal Brand.

“A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” (American Marketing Association 2012). Simply put, a brand helps the company to add psychological elements, such as trust, admiration, or decentralization from the customer. These emotional factors give the brand a certain place in the mind of the crowd, separate from other products. In business, this is vitally important. “Branding is endowing products and services with the power of a brand” (Kotler & Keller 2009, 241). In order to create and shape a brand in consumers’ minds, a process must be designed and done by the company, which called ‘branding’.

Brands can be even used as generic terms for products. For instance, Coca-Cola or Pepsi approximate soft drink. Nike and Adidas are referred to sneakers. Honda or Suzuki means motorbike ... But now the concept of brand goes to a new level: brands for humans. Take the same concept and apply it on people, we have ‘personal brand’. In the book *Be Your Own Brand*, published in 2011, marketers McNally and Speak define the personal brand in this way: "Your brand is a perception or emotion, maintained by somebody other than you, that describes the total experience of having a relationship with you." (McNally & Speak 2011). Generally, the personal brand is the direct answer to the question "Who are you?" in the eyes of others. It is not a tangible thing, not fixed as a name but also not as easy to change as the representative picture. It is the psychology one create for others, a guarantee of a field, expertise or ability they undertake, with values and prestige that cannot be found in anyone else.

4 MARKETING YOURSELF WITH A PERSONAL BRAND

In daily life, a well-cared brand can give each individual a lot of advantages, not only in professional but also in personal life. In the next section of this thesis, theories in the book *Job Searching with Social Media For Dummies* by Joshua Waldman (2013) will be introduced. The book claims to cover topics such as: creating effective online profiles and resumes to sell your strengths; maintaining your online reputation and understanding electronic etiquette; using the power of personal branding and building your brand online; avoiding common pitfalls, such as jumping into filling out a social media profile without a strategy; getting to know Twitter, the only real-time job board with literally thousands of jobs posted daily; using social media sites to uncover opportunities in the "hidden job market" ahead of the competition; and much more. Part II: Marketing Yourself with a Personal Brand in the book will be the most focused segment.

This chapter will introduce Waldman's (2013) theories on how to get the real meaning of personal brands and understand why people need to start thinking about building one of their own.

4.1 Essential personal brand

Whether you are a business owner or a regular employee, creating a personal brand is equally important. It gives you the ability to make career choices easily and consistently, also contributes to shape the foundation for future advancement and career development. Below are further advantages of making and having a self-brand, according to Waldman (2013, 56-57):

- By proactively defining your brand, you're in control of it, you can manage other people's perceptions of you and helps people see for who you are.
- The process of personal branding helps you find out what makes you different from others. Whereby, it boosts your confidence and makes you stand out in case you are in an interview.
- You will appear more consistent online and offline, which shows your honesty about who you are if you have a personal brand.
- Having a clearly defined personal brand, you can more easily make decisions during your career.
- A personal brand can minimize the gaps between employments by being the one thing that doesn't change about you. Your personal brand lets you look at your career as a whole instead of a series of jobs.

4.2 Elements of a personal brand

Waldman continues to present the elements of both off- and online personal brand. A brand is something very abstract in Waldman's opinion, detailed examples will be shown to prove how your brand can manifest in your life.

Offline brand elements:

- The way you act: Your actions are important parts of your image. Are you late, on time, or early? Are you confident? Do you smile? Most importantly, are you really good at what you do?
- The way you talk: The tone, speed, and inflection with which you talk can tie into people's perceptions of you. Do you speak with a soft voice? Does your tone match someone of your social status or experience? Is your pace slow and confident or fast and high energy? Eye-contact?
- The way you dress: Your clothes can define you as a person. Casual or formal? Which colors?
- Who you think you are: How you perceive yourself can come across to people subtly as they interact with you. What are you most proud of in your life? What do you value most? What are your special talents and skills?

Online brand elements:

- The way you act online: Your online behavior suggests others to know what you may be like in person. How are the states of your LinkedIn profile, your blog, your Facebook Timeline? or the first three pages of a Google search result of your name.
- The way you talk online: Your online voice reflects how people hear your offline voice. Are you posting status updates on your profiles? Do you care about your audience?
- The way you present yourself: Presentation includes the way your blog looks and how professional your pictures are.

4.3 Getting to know yourself

Finding your life's value: Knowing your values makes it easier to establish goals, make career choices, and most importantly, make decisions about what you want your brand to be all about (Waldman 2013, 62). For instance, if you are a strict vegan, you probably won't work for the milk companies, even if you're offered an impressive salary. In an easier way, think about who you admire most and why, it can

lead you to find your values. Often, your deepest values appear based on the most memorable stories of yours.

Understanding your passion: What can you talk about for hours without getting bored? What really wakes you up in the morning? What do you do that makes you lose track of time? Knowing clearly about your passions helps you announce your personal brand with authenticity and energy.

Having a brief description of yourself: choose three words to label you, this will tie in to your value statement, résumé, and any other decisions about your image. Waldman shares his impression of a remarkable business card where a senior technologist called herself 'a database wizard with personality', which perfectly represents her character, personality, and skill.

4.4 Feedback and outside perspective

Today, almost one-third of all U.S.-based companies rely on some kind of 360-degree feedback system (a tool allows a subject to receive honest input from his peers and managers) to improve employee performance. Who you think you are isn't exactly what others think you are, the truth might be defensive and painful. However, you're going to use those feedbacks to get better at what you do, it helps you find out improve negative perceptions and build on positive perceptions.

Below are tips provided in the book on how to get honest responds of a group of people whose opinion you value:

- Pick people who you know have time to respond to the survey
- Frame your questions in the future tense. People find it easier to respond honestly when they don't have to worry about offending you.
- To respect people's time, offer them a chance to respond with numerical values. "On a scale from one to ten, with ten being the highest, how funny I am to you?"
- Make it possible for people to provide anonymous feedback. Google Drive (<http://drive.google.com>) or Survey Monkey (www.surveymonkey.com) are free online survey tools.
- Keep your opinion on the feedback to yourself. And say thank you when they are done.

After getting the responds, you need to consider negative perceptions because they might advance your personality and career. You can manage you flaws effectively when they are being aware of. The best way to dissolve any potential bad feelings is to anticipate your weaknesses and admit them upfront. Be sure to behave in the opposite way, if people point out your laziness, then perhaps you should perform more enthusiastically. On the other hand, if more than two people mention positive values, passions, or personality traits in their feedback, perhaps you have some brand perceptions you can simply develop rather than re-create.

4.5 The author's brand

In the book 'Managing Brand You: 7 Steps to Creating Your Most Successful Self' by Jerry S. WILSON and Ira BLUMENTHAL, published in 2008, the brand assessment step was introduced to help people match the assessment against their brand identity and discover any inconsistencies or gaps to be filled. Based on that platform, I conducted a survey by sending emails asking my family, friends and coworkers for their honest assessments about me. Here is how I view my personal brand compared with how others view my brand.

THAO NGUYEN'S PERSONAL BRAND DEFINITION

My name is Thao Nguyen, a Vietnamese student of Centria University of Applied Sciences, Finland. I have been in Finland for over 3 years but I haven't gotten used to the Finnish winter yet. I am open-minded, easy-going so I have friends from all walks of life. I am very proud of my family and thankful of how blessed I am to have them always behind my back. I pride myself on being a good listener, believe that even though I appear to be quite most of the time, when I do talk, it somehow has a certain influence. I am currently employed by one of the most famous Vietnamese restaurant in Helsinki, I love working there as much as having their food as a privilege. I see myself as a committed teammate. I really enjoy watching Youtube, reading science fiction and photographing.

Thao's Brand Assessment (Through her family's eyes)

She has been away from home for a long time and we are glad that she became more mature somehow, yet we still miss her so much. We call at least once a week but she rarely talks about her studies. Time flies so fast and she misses things that are going on back home. She always seems so cheerful and happy when we call. She often sends pictures and clips she made to update her life to us. Most of her friends are not around anymore so I can tell that she might feel lonely in this Christmas.

Thao's Brand Assessment (Through her friends' eyes)

Thao is a nice friend who I can trust and talk to about everything. She is into bizarre things like witches, Halloween or even extremely horrifying movies. I don't think she really enjoys her studies, she doesn't seem so active or diligent towards it. It is fun to have her around in person, but she is unable to reach online. Although we are living far away from each other, she rarely texts or calls first. Therefore, she is not good at keeping in touch with people. She spends so much time watching Youtube and doing nonsense, I hope she could focus more on her studies and her relationships.

Thao's Brand Assessment (Through her coworkers' eyes)

Thao is a smiley girl who works as the cashier and the server in our restaurant. She is friendly and helpful towards customers. Although she is still a student, I know nothing about her studies except that she is writing a thesis about personal branding. Any outside conversation is typically centered on the movies she watched or the lipstick she just bought. I'm not sure how loyal she is to us since it doesn't seem like she wants to make friends here. She hasn't added anyone of us on social networks and it takes more time for her to answer the messages than others.

Outcome

I was surprised and little disappointed to see how differently others view my brand. Followed, I will have to make some adjustments to change the perceptions of others around me in order to improve my brand image. For example, my direct action includes making sure that I spend more time on my studies

and my relationships, even at the expense of cutting back the time I formerly spent watching movies that have nothing to do with my life. I will actively get in touch with my old friends, ensuring that they know I also care and miss them. In my mind, I have always wanted to make new friends and especially those I work with, quite frankly, I was surprised to learn my coworkers thought otherwise. I will also try to be a lot more open and friendly to my coworkers, I will add them on my Facebook and try to reply to everyone as soon as possible. These changes aren't difficult and I'm sure they will contribute to others' looking at me in a way I would like to be looked at.

5 HOW SOCIAL NETWORKS AFFECT A PERSONAL BRAND

Digital profiles have become the staple for pre-hiring procedures at many organizations. This is a great opportunity for us to highlight our strengths and use them as a tool to help us score points with employers. Online social networking sites are the perfect tool to make a difference between one and other candidates and it is also a tool to help employers get more information than a resume.

According to the latest survey of market trends on social media sites of more than 2,000 employers, HR professionals and more than 3,000 full-time US employees on CareerBuilder shows: 60% of recruiters reveal that they use social networking sites to research candidates in 2016. This number has increased significantly from 52% over 2015, 22% in 2008 and 11% in 2006 (when the survey was first conducted). 70% of employers use social networking sites to research job candidates in 2018 (on par with last year), while 7% plan to start. And that review matters: Of those that do social research, 57% have found content that caused them not to hire candidates (CareerBuilder 2018).

According to employers who use social networking sites to research potential job candidates, things that they're looking for when researching candidates are:

- Information that supports their qualifications for the job: 58%
- If the candidate has a professional online persona: 50%
- What other people are posting about the candidate: 34%
- A reason not to hire the candidate: 22%

As social media involves all aspects of our personal and professional lives, things that you post online can have serious and lasting consequences. The following contents are the primary reasons that make employers not to hire a job candidate:

- Erotic images, videos or inappropriate information
- Information about alcohol use or substance use
- Discrimination comments related to race, religion, gender, ect.
- Job candidate shared confidential information from previous employers
- Job candidate bad-mouthed their previous company or fellow employee
- Job candidate posted too frequently
- Job candidate lied about qualifications
- Poor communication skills

But to be clear, most employers are not deliberately looking for bad points of candidates (only 21% of employers say they research media networks to find reasons for not hiring the candidate). Employers in the information technology and retail/non-retail sales industry are the most to do social networking digging on potential job candidates with 76% and 65% respectively (CareerBuilder 2018).

Employers continue to keep an eye on employees' online presence even after they're hired. Nearly half of employers (48%) say they use social networks to check out current employees—10% do it daily. Moreover, one third of employers have found content online that caused them to reprimand or fire an employee (CareerBuilder 2018).

5.1 Social Networks

According to Kirtis and Karahan (2011, 261) promoting brands and other marketing activities through social networks doesn't cost much, it is widely praised as the most convenient instrument to market products to the target segment especially in these difficult times. Social networks which allow anyone to become a producer of such marketing contents and deliver them through interactive communication in the form of pyramid based on relationship is recognized as the most potentially powerful tool in business practice. Therefore, marketers are intensively using social networks to perform their strategies in a lower cost. And applied to human as being said, social networks are such attractive tools to develop a personal brand.

Everyone has a personal brand, but having it is not enough. A good and proactive management and a good promotion make a brand well-known by people. Kaplan and Haenlein (2010, 53) describe social media as "a group of internet based applications that built on the ideological and the technological foundations of Web 2.0, and it allows the creation and exchange of user-generated content." The connection can be made through written word, videos, radio, television, web sites, online forums, photographs and so on. The term social media is about how to effectively use all of the technologies available to connect with other people, form a relationship, build trust, gain reputation and search for related jobs. Social media is only a new set of tools, new technology besides telephone, direct mail, print advertising, radio, television, and billboards that allows us to more efficiently connect and build relationships with our customers and prospects. But social media is exponentially more effective (Safko 2010, 5). Table 1 below names the 15 existing categories that social networks can be divided into.

TABLE 1. The 15 social networks categories (adapted from Safko 2010, 9)

Social Networking	Publish	Photo Sharing
Audio	Video	Microblogging
Livecasting	Virtual Worlds	Gaming
Productivity Applications	Aggregators	RSS
Search	Mobile	Interpersonal

The best way to explain how a social network works is to introduce a few specific social networks.

5.1.1 Facebook

Facebook is currently the biggest and most popular social network on the Internet. It has more than 2.2 billion monthly active users as of January 2018. Founded in February of 2004 in the dorm rooms of Harvard University, Mark Zuckerberg, Chris Hughes, Dustin Moskovitz, and Eduardo Saverin launched The Facebook as a way for students on campus to interact, share and connect (Safko 2010, 31).

Facebook users start by adding friends to share content or information with. People often share what is on their mind and interesting links, articles, videos, and pictures that they found. Users are also able to comment on what their Facebook friends are doing by showing support, show "emotions" to other's posts and, of course, read or watching articles, photos, and videos. Facebook users can also interact with businesses and companies that they enjoy. By "Like"-ing a Facebook page, Facebook users are able to get information provided by those businesses and interact with them. They can comment on their pages with questions, stories, or feedbacks. They can also conduct their research about the company from its page because all the links to the company's blogs and websites are right there, as well as information about benefits, culture, and other important HR information. There are many activities that going on Facebook such as gaming, music, applications, events, messages and so on. Facebook is about what is happening right now, what people are doing, what is going on in people's lives, and sharing it with those who care and want to know (Safko 2010, 32).

The more people, companies and organizations use Facebook, the more important it is to build a decent personal brand on one's own Facebook page. Facebook is also a perfect place to create a desire network for a person. When people follow each other, they actively follow other's posts and make conversations.

Followed, they could end up becoming online friends or associates. From there, there will be opportunities to go get lunch or coffee and talk about their ideas in deeper details. Making connections with people in or out of one's industry will only benefit their future.

"As a job seeker, you want to be found. But you also want to control what information people can find about you. That's where your "About" profile comes into play; it allows you to set what personal information people can and cannot see about you." said Waldman (2013, 250). Table 2 present the guidelines for the optimum amount of openness while still protecting one's privacy.

TABLE 2. Customizing Your Public Profile (adapted from Waldman 2013, 251)

Category	Setting	Why
Work and Education	Public	Make sure your Work and Education section on Facebook matches that on your LinkedIn profile. Showing consistency across networks can increase trust, which is why you want this information Public and accessible.
About You	Public	This is your chance to make a public statement about who you are.
Basic Information	Mixed	Politics and religion have no place in your job search; set these to Friends. The rest is up to you.
Contact Information	Mixed	Add your links to your LinkedIn profile, blog, or other landing pages and websites. I let my friends see my e-mail address and phone number.
Favorite Quotations	Public	Add some personality to your online reputation with a quote that represents who you are.
Relationship and Family	Friends	Employers don't really need to know this information, though it doesn't hurt if they do.
Living	Public	Here you can enter your hometown and current city. This information helps Facebook suggest friends for you, and recruiters want to know if you'd need relocation or not.

5.1.2 LinkedIn

LinkedIn is a business and employment-oriented service, launched on May 5, 2003, it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs (LinkedIn). Although almost all LinkedIn profiles look the same, one can highlight theirs with a catchy title, unique content and a professional profile picture, etc. LinkedIn not only helps people connect with ones they already know, but also with influential people and experts in a specific field by sharing related contents and participating in group meetings.

Networking connections may be the most critical key to getting hired. Up to 80% of jobs are landed through networking (Spiegel 2016). Thus, LinkedIn also allows members to make "connections" to each other in an online social network which may represent real-world professional relationships. Members can invite anyone to become a connection. A member's list of connections can then be used in many ways:

- Users can search for second-degree connections who work at a specific company they are interested in, and then ask a specific first-degree connection in common for an introduction (Spiegel 2016).
- Users can obtain introductions to the connections of connections (termed second-degree connections) and connections of second-degree connections.
- Users can find jobs, people and business opportunities recommended by someone in their contact network.
- Employers can list jobs and search for potential candidates.
- Candidates can review the profile of hiring managers and discover which of their existing contacts can introduce them.
- Users can post their own photos and view photos of others.
- Users can follow different companies.
- Users can save jobs that they would like to apply for.
- Users can "like" and "congratulate" each other's updates.
- Members can wish each other a happy birthday.
- Members can see who has visited their profile page.
- Members can share video with text and filters with the introduction of LinkedIn Video.
- Members can write posts and articles within the LinkedIn platform to share with their network.

An appropriate LinkedIn profile is mandatory if user want to grow their personal brand and company. "22 Great Tips for Enhancing Your LinkedIn Profile" is an article written by Larry Kim (2018) - CEO of MobileMonkey and founder of WordStream, shows top tips introduced below to effectively boost anyone's LinkedIn profile.

- Keep the profile basics updated!
- Only use professional photos
- Brand profile with a background photo
- Write a good summary
- Terminate typos
- Use keywords with intent
- Neat trick: Pick the “Other” Website option: When editing the Websites area of the profile, select the “Other” option. Now user can add their own website title and URL.
- Personalize LinkedIn profile URL
- Add shiny new sections to the profile: User can add sections for posts, volunteering, languages, honors and awards, patents and many more.
- Tidy up the endorsements
- Connect with people you don’t yet know
- Personalize invitations to connect
- Publish amazing posts
- Find and join groups
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- Find people through search and advanced search
- Stalk users openly or stealthily
- Build extraordinary business relationships
- Use (but don’t abuse) status updates
- Be positive
- Ask for recommendations
- Stalk users openly or stealthily
- Build extraordinary business relationships
- Use (but don’t abuse) status updates
- Be positive
- Ask for recommendations

5.1.3 Instagram

Instagram is a photo and video-sharing social networking service owned by Facebook, Inc. On 12:15 a.m., October 6, 2010, Instagram went live by Kevin Systrom and Mike Krieger, exclusively on iOS. A version for Android devices was released a year and half later, in April 2012. Instagram rapidly gained popularity after its launch, with one million registered users in two months, 10 million in a year, and 800 million as of September 2017 (Balakrishnan & Boorstin 2017).

Users can upload filtered photographs and short videos, follow other users' feeds, use all the relevant hashtags and geotag images with the name of a location (Frommer 2010). Users can set their account as "private", thereby requiring that they approve any new follower requests. Users can connect their Instagram account to other social networking sites like Facebook, Twitter, Tumblr, enabling them to share uploaded photos to those sites.

Moreover, Instagram also helps members find jobs if they like and know how to use its functions in the right way. Members can use Instagram as a tool to promote their profiles. Of course, like other social networks, users can create their own network, interact with the companies and brands they would like to work for or admire.

Companies use Instagram as a free advertisement tool. Since it is more fun to scroll through pictures than words, young people are more likely than ever to first search for and discover a business on Instagram versus older channels like Google or Facebook. More than 25 million companies worldwide are already using Instagram for business, and more than 200 million users visit at least one business profile every day. As Facebook refocuses on connecting people with content from family and friends, Instagram has become "the new home for brands," where engagement is high, followers are brand-loyal, and real business goals can be achieved (Newberry 2019).

The author is currently working as a marketing intern for a Vietnamese restaurant located in Helsinki. Her job is to manage their Instagram feed, post advertising contents using relevant hashtags and locations. Below (FIGURE 3) is her latest marketing contents, used within January and February.



FIGURE 3. Instagram feed of the restaurant where the author works (Nguyen 2019)

According to Newberry (2019), there's no one time that's best to post for all businesses. After analyzing 1,000 Hootsuite Instagram posts, the Hootsuite social marketing team found that the best time to post was 12 p.m. to 1 p.m. on weekdays, since followers were scrolling through Instagram on their lunch breaks. Applied those to the author's business, she will post around 11 p.m. to 1 p.m. with related pictures and captions. Let's go deep down to a specific post (FIGURE 4).

Since the sense of the restaurant is casual and friendly, the author will write the caption for FIGURE 4 as an informal conversation with lively emojis such as:

'Short lunch time? Let's grab and go then 😊 Our recommendations: Vietnamese noodle salad, Vietnamese baguette and some Instagramable fresh rolls 🥰'

Along with the related hashtags: #helsinkifoodie #helsinkirestaurants #vibami #hyvääruokaa #vietnamesefood #visithelsinki #foodporn #vietnameserestaurant. Instagram hashtags are clickable and are a great way to show off user-generated content. Furthermore, using the @ sign to geotag the name of the location like @Helsinki or @Kokkola makes it easier for the customers to find the business.



FIGURE 4. An example post on Instagram of the author's workplace (Park 2017)

5.2 Ways to stay up-to-date with social media changes

New technologies are emerging every week, and companies are merging, splitting, and adapting quickly. Staying up-to-date with social media can be frustrating, even for people who work in the industry. Following are ways introduced by Waldman (2013, 337) to make sure people can catch up to new tools or developments in the world of social media.

Follow and read News Sites

There are writers and analysts summarizing and commenting on social media companies' updates. Scanning the following sites on a weekly or monthly basis keeps user in the loop regarding all things social media:

- Mashable (www.mashable.com) offers the most comprehensive news and commentary on the social media landscape.

- Read Write Web (www.readwriteweb.com) is one of the most widely read technology news sites on the Internet. Many top businesses rely on Read Write Web to inform their decision making.
- The Next Web (www.thenextweb.com) publishes technology news with an international focus. You can drill down into the Social Media channel to reach topic-specific articles. TechCrunch (<http://techcrunch.com>) is a leading technology news site where you can find lots of information about the tech and startup world. Probably only a third of the news here pertains to social media.

When you find blogs or news sites related to social media, such as the ones mentioned earlier in this chapter, simply subscribe to their RSS feed. RSS, or Really Simple Syndication, is a technology that allows you to subscribe to and read various websites all in one place (Waldman 2013, 339).

Listen to Podcasts

Podcasts are digital audio or video episodes that you can download to your computer or MP3 player. New episodes come out regularly and often represent current trends in innovation. iTunes offers a wide array of free social media– focused podcasts and classes. From Today in Social Media to 6 Pixels of Separation, you have your pick of episodes to download and listen to.

Watch Social Media TV

YouTube is the second-largest search engine in the world. Companies and analysts can easily produce and upload new videos. So cruising YouTube is a fun and informative way to stay up-to-speed on social media. For reliable and constant content, subscribe to a YouTube channel that’s focused solely on social media.

Use Social Bookmarking

Social bookmarking is a way for Internet users to share what websites they’re reading. These sites often track trends and news accurately and fast. User can see what articles are being read and shared in real time. Social bookmarking can help users stay up-to-date with social media because people bookmark new and interesting news sources as they come out in real time. Check out www.stumbleupon.com , www.reddit.com , and www.digg.com.

Learn from Technology-Savvy Friends

Is there anyone in one's network open to new technologies? Do they talk passionately about the latest and greatest Facebook feature? One great way to get to know technologically inclined people is to attend technology conferences and events. Here are some ways to find technology events in an area:

- Use Mashable (www.mashable.com) to find annual technology conferences. If a conference is in a specific area, consider attending, even if you don't know what's going on.
- Go to www.eventbrite.com www.plancast.com or www.upcoming.yahoo.com and search for local events with a technology focus. These event websites have strong technology subscribers and can help people stay current with events.
- See the local chamber of commerce or business journal. These organizations spend a lot of time and energy educating their local businesses and quite frequently offer active calendars with training, networking, and educational opportunities.

Join a Local Club

Getting involved with a local social media club gives one access to other people passionate about social media who are doing the work of staying up-to-date for other members. Most major metropolitan cities have a group of social media enthusiasts. Groups can be searched at www.socialmediacub.org or www.meetup.com . Social Media Club has more than 166 chapters in the United States and clubs in more than 40 countries around the world.

5.3 Common mistakes to avoid when using social media

Social media can be challenging. With so many platforms to keep up with -- from Facebook to Instagram, to Pinterest and beyond, it can be tough to feel like we have got a handle on things, and easy to feel like we are making mistakes (Deziel, 2018). In this chapter, some of the most common social media mistakes collected and introduced by the author so that everyone can learn from them and avoid them. Waldman (2013, 341) wants everyone to be comfortable with social media and have the confidence to be authentic, be themselves, and grow a powerful network that propels their career to new heights.

Forgetting The Basics

"I think a lot of traditional marketers treat social media as something that's new, flashy and always changing, and they treat it as such. The best thing you can do with social media (across most platforms) is to concentrate on the basics. If you get audience, message, creative and timing right, you'll be doing better than most." -- Cassie Roma, Content Marketing & Social Media Expert (Deziel, 2018).

Forgetting That Social Media is Just a Tool

Social media has a lot of excitement around it today, making it easy to believe all the hype and success stories and expect those same successes to happen to anyone instantly. New users of social media can sometimes think these tools are magical — but they're not. Treat social networking as in-person networking. Build the relationships over time and with care. Social media is just the tool; everyone still have to use that tool wisely and effectively.

Ignoring Face-to-Face Networking

The technology world is not only uncertain but also unstable. Every connection online and every e-mail communication sent via a social network is owned by a company. If users aren't taking ownership of their connections and communications, then they risk losing them later on if that company goes out of business. The highest impact one can have communicating with someone else is face-to-face, not e-mail. Waldman (2013, 346) suggests that users strive to conclude every online communication with a call to meet in person. Also seek out in-person networking opportunities in addition to the virtual ones.

Revealing Too Little Personal Information

Revealing a vast amount of personal information isn't always going to help, but leaving out all personal information can really hurt the chances of standing out in the job market. After all, the name of the game these days isn't just what one can do but who they are and what makes them different. Including a few well-chosen items about personal life can do wonders for rounding out one's image. By opening up about themselves, users make it easy for others with similar interests to relate to them.

Being Inconsistent

Many recruiters and hiring managers have said that any inconsistency in a candidate's application raises a red flag and winds up in the maybe pile at best. Inconsistencies to watch out for are saying one thing on the résumé and something else on the LinkedIn profile. More subtle inconsistencies can happen in one's personal image. Here are some ways showed by Waldman (2013, 343) to improve one's online consistency:

- Plan out the personal brand before filling out profiles and résumés.
- Post to the networks on a regular basis. Having a consistent and regular voice online can help bolster the personality as perceived by others.
- Ask for feedback from friends and colleagues/professional contacts. Sometimes what may be perceived as an inconsistency may just be a mistake or even a personality quirk that can be hard to spot. Getting outside feedback can be valuable.

Having an Incomplete or Outdated Online Presence

It is necessary for users to do whatever it takes to complete a profile when join a network. Putting the best foot forward is a must. Having an outdated profile out there means user risk looking inconsistent. As everyone's personal brand changes and evolves, their newer profiles begin to differ more and more dramatically from the old ones that aren't being maintained, and it just looks like they don't care.

Overthinking It

"Choosing to NOT try something because of fear of failure. No one likes others to see them fail, and this can often lead to avoiding decisions or not experimenting enough to have real takeaways. Instead of fearing the perception of your failures, own them. Make choices quickly and try and test them all. Not only will you learn from your journey, but others will, too. Bringing people along with you while you test out different things will help you create a real connection to them." -- Chloe DiVita, Founder of Perceptive Presence (Deziel, 2018).

Getting too Personal

"Ranting about how other social media professionals use social media. Focus on your community and what you can be doing to engage them." -- Carlos Gil, CEO/Founder, Gil Media Co. (Deziel, 2018).

Not Knowing the Audience

Make sure the messages are appealing to the people who read them. For example, some people still think blogging is writing personal information about someone's life for the whole world to see. When, in fact, the best blogs are written for a very specific reason and for a well-defined audience. As a job seeker for instance, the audience will likely be other professionals in a specific industry and potential employers. As a general rule, these people don't want to see candidates' political views, religious views, or anything else that may cause controversy. Instead, focus on what makes them different, the value they have, and their level of understanding and motivation about a field will help.

6 CONCLUSIONS

The purpose of this thesis was to bring out the real meaning of personal brand, how to create one and manage it online and offline, it also aimed to show the effect of social media on personal branding. The author collected data using different techniques and analytical methods in a non-standardised way, which leaves room for natural and conversational changes and emergences during the research process. To achieve the goals, the author covered and analysed theoretical materials to the thesis to have a profound foundation of knowledge. Furthermore, the author also conducted survey and used relevant examples to support the theoretical statements.

These days, personal branding has become a priority for young people. What's going on proves what journalist Tom Peters has emphasized two decades ago: "All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You." In order to manage self's own company, the foundation needs to be built as stable and strong as possible. The branding process will begin with setting up the basic values, which create the core brand and guide the branding process. With the beneficial methods from the book *Job Searching with Social Media for Dummies* by Joshua Waldman (2013), all the steps to create a basic personal brand will easily be done.

To sum up, branding a person can be as similar as branding a product. Using the intangible material such as values, skills and reputation will build up a fortunate brand. Successful personal brands come from the brand itself and the process of making it. The research questions were answered and validated. Followed, the thesis reached its objective. The research findings showed that personal branding is a process that take time and effort. Authenticity, consistency and presence are the keys to success on social media.

The author believes that the topic is modern, up-to-date and necessary in this day and age. Through the process of this thesis, the author was able to learn deeply about the topic she was fascinated with and applied her own research into her personal brand.

Being identified and living under a brand is great. However, even without it, one can still live happily with the values that they trust and protect. Everything has its cost, becoming a brand means everything done, shared, all of the actions online or offline must be considered to preserve the image of that brand.

It is no coincidence that the 21st century is called the century of individuals and generations raised in this era are called "Me generation". It is a great paradox when it comes to many skills and tools in the process of building a personal brand. But to maintain and bring real values to the brand is fundamental: "I" need to be myself. To be honest, to be true to yourself, is always a constant valuable message in any age. Which also is the best way to maintain the most sustainable personal brand.

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