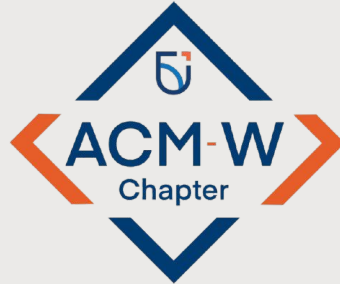


Personal Branding

Instagram



Discord



What Is Personal Branding?

- Intentionally and strategically defining and expressing your value
- What makes you stand out

Your brand is what people say about you when you're not in the room.

Jeff Bezos

quotefancy

**BRANDING
IS ABOUT
SO MUCH MORE
THAN WHAT
PEOPLE SEE.
IT'S ABOUT HOW
YOU MAKE
PEOPLE FEEL.**

Kimberly Haydn

3 Elements of Branding

How You See Yourself



How Others See You



Your Network



How You See Yourself



- Who you are
- What you've done
- Where do you want to go
- What matters to you



How Others See You



70% of companies look at a candidate's social media

- Look at your brand
 - Google your name
 - Look at your social media posts
 - What do you see? What do you want to see?
- Ask others what they see



Your Network



- Who do you know? Who do they know?
 - How are they connected to your areas of interest
- Who do you want to know?
 - How can you make the people you want to know into people you know



Networking!

What Is Networking?

— — —

- Building and maintaining mutually beneficial relationships
- Connecting with potential employers in your chosen career field
- Gaining access to the hidden job market

A close-up photograph of a man in a dark blue suit, white shirt, and patterned tie. He is holding a white coffee cup in his right hand. A semi-transparent white banner with the text "The Best Question to Ask at Networking Events" is overlaid across the middle of the image. A grey play button icon is centered below the banner. The background is a soft, out-of-focus light blue.

The Best Question to Ask at Networking Events



More Tips!

— — —

- Go with a goal in mind
- Be polite and professional
- Focus on building relationships
- Get contact information
- Follow up afterwards

PRACTICE!



Speed Networking Time

CAN-CWiC 2025 Recap

Join us next week!

Location: SHA248

Date: November 26th, 2025

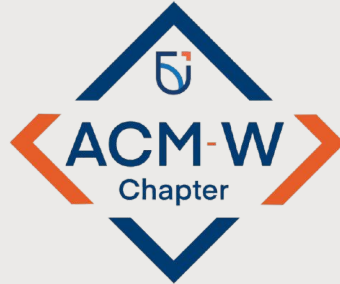
Time: 6pm-8pm

Register Today!



Thanks For Joining Us!

Instagram



Discord

