

Own Your Look

Action Steps to Owning Your Look

Presented by:



**WOMEN
ONLINE**

Promoting yourself using an online resume

If you're currently looking for a job, your website is a logical place to make your case for why you would be a great hire. A digital representation of your resume is a creative way to illustrate your skills and accomplishments. A well-produced, professional-looking video resume is a personal way to introduce yourself to potential employers. A video that clearly communicates your goals and knowledge will not be soon forgotten. You can also provide links to writings or projects you've completed that live online. Instead of just listing out accomplishments, this gives potential employers the opportunity to see your work.

You can use your **LinkedIn** page to showcase your resume – in fact, your LinkedIn page can act as your website. If you use LinkedIn in this way, make sure to reserve a “vanity url” that reflects your name.

Making a case for your expertise

If you are already established in your field and wish to build up your reputation as an expert, your website is the perfect venue to make your case. Create an “About” page on your site or blog and post a biography of no more than a few paragraphs summarizing your education, work experience, accomplishments, and awards. You can accompany this short biography with a professional headshot. Professional photos give you a professional image and are well worth the cost.

Free options

Sites like **WordPress.com**, **Blogger**, and **Tumblr** enable you to create a blog for free, with the option of paying for premium themes and your own domain name. The user interfaces on these sites are simple, but free options are limited unless you are capable of editing HTML code on your own.

There are other free or low cost ways to easily design your own space on the web. **Weebly** is a free service that allows you to choose and customize pre-made themes for your site. **SnapPages** is a super user-friendly website designer that allows you to place your content through simple drag and drop. You can create a free site or pay per month to host your website with your own domain name. **Mashable** lists these two sites and three others as their favorite budget-friendly website design platforms.

Logo and website design

There are lots of low-cost and low-commitment services out there for creating your image. Services from sites like **GeniusRocket** allow you to set your own budget and then commission a number of designs – you choose which one suits you best. There are also free, very user-friendly sites like **LogoMaker** and **LogoSnap** that allow you to create your own logo using a limited selection of fonts and artwork.

When it comes to creating a website, there are plenty of avenues to explore, regardless of your technological comfort level. GeniusRocket provides services for site design for those looking for more professional help. **Drupal** and **WordPress.org** are free programs that allow for a more hands-on approach, but require a greater degree of technical know-how. You can also purchase pre-made website themes for anywhere from \$1-\$150 for WordPress.org. If you're willing to learn and explore, the options are nearly endless. The time and money you invest in your image will pay great dividends.

Give your Facebook a facelift

Create a custom look for your Facebook fan page that incorporates extras like video embedding, graphics, a welcome page, maps, coupons, and other features. Services from **Pagemodo** are free and services from **NorthSocial** start at \$20 per month.

Twitter customization

Twitter provides a few backgrounds to choose from, but sites like **TwitBacks** allow you to choose from a number of pre-made backgrounds or create one yourself. Custom Twitter backgrounds allow you to expand your image beyond your blog and website and look sleek and professional.

In summary

Different fields and career paths make different use of social media- so think about what the leaders and your peers in your chosen field make the most use of. For example, HR professionals may find LinkedIn indispensable, while designers and artists like the Tumblr community. Consider this part of your research.