

Name: _____ Date: _____



Chapter 22 Review

Read and Write

Instructions

Review the case study Market This, which was about a job candidate concerned with her personal branding. After reviewing the case study, write a 1–2 page essay answering the following questions:

1. If you were updating your personal branding strategy, what actions would you take?
2. How can social media accounts impact opportunities for potential employment?
3. Spend some time analyzing your personal social media accounts. Then answer the following questions to analyze how your social media accounts might influence employability.
 - a. What content am I sharing publicly online?
 - b. Is there any inappropriate content linked to my personal brand?
 - c. Am I consistent in my messaging?
 - d. Am I actively engaged in social media communities relevant to my job pursuits?
 - e. Have I deactivated accounts I no longer use?
 - f. Do I know my audience and purpose for sharing content online?