



# Allow Me to Introduce Myself: Shaping Your Personal Brand

Personal branding. That phrase is heard almost everywhere, but what does it mean? Most people usually think of social media, but it's much more than that. Being aware of your brand lets you define yourself rather than have others define you. If done correctly, you can establish yourself in your field, represent your company, and expand your network.

## Who Are You?

First things first: you have to know yourself. What are your values, passions, or aspirations? What is something unique that you can offer? Once you have identified these answers, work on becoming a specialist in that area.

For instance, you can learn more about solutions to common glazing issues and compare them to what you do at the job site. If you have the opportunity to apply what you learned on a project, write a reflection about what it was like to use the new solution and post it as an article on LinkedIn or Facebook. This content provides a personal experience of becoming a glazing professional and is an excellent first step in establishing your brand.



No matter what you decide your brand to be, always remember to be authentic. Believe it or not, audiences can recognize inauthenticity and immediately lose trust. Standing out doesn't mean you have to change who you are – you're just supplementing to it.

## Expand Your Network

So you've decided what you want your brand to be. Now what? You can develop your brand while learning more about the industry by following people with similar interests or more field experience than you. Doing so will inspire new ideas on how you can build on what you have. Best of all, you will be exposing yourself to new opportunities, such as finding a mentor or even becoming a mentor later in the future.

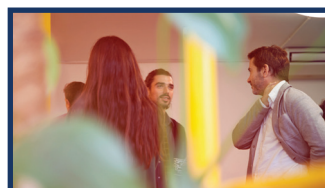
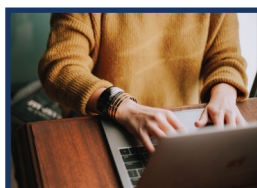
## Your Offline Brand

What's the point of having an excellent online brand if you're a completely different person offline? Believe it or not, the way you behave in your personal life also affects your reputation and brand. Having a positive online and offline brand result in an honest personal brand, welcoming genuine opportunities that come your way.

## Document Your Experiences

Don't be afraid to share a project you're incredibly proud of! Social media is an excellent tool for sharing personal and professional accomplishments. Not only will industry professionals and enthusiasts see your experiences, but you will also be credible about your time and expertise in the industry. Documenting these moments also lets you look back at your achievements to see how far you've come.

There are so many platforms to choose from when shaping your brand, and finding the right one for you may be tricky. No matter what you choose, keep your style in mind and post content that resonates with the image you're aiming to communicate.



## Represent Your Company

Remember that no matter your brand, you are always representing your company, even after hours. Fortunately, you can still use your company affiliation to build your brand. In fact, companies that motivate employees to develop their brands help their businesses!

Employees who represent their company at workshops and events are learning more about the industry while promoting the organization. Trustworthy employees with strong brands can also bring in new clients while retaining existing ones.

### What Platform Should I Use?



Post content about attending networking events, working on a job site, earning a program certificate, etc. Share posts by industry professionals and join groups related to common interests. Document work experience, add recommendations, and write articles.



Share photos of past experiences, projects, events, etc. Many users tend to create a second account to post images specifically related to their work, tagging companies and other individuals they've worked with.



Embrace the platform's short character count and hashtags, like adding hashtags to a Twitter bio to highlight the user's interest in a field. Retweet top industry news and stories.



Casually share posts and articles about industry topics. Join Facebook Groups related to interests or careers that allow members to share expertise related to a common topic.

### Evolve Your Brand

Over time, your tastes and brand may change. That's okay! As long as you're still being true to yourself and owning who you are, your brand will remain strong. That being said, don't be afraid to connect with new people and grow in your career out of fear of changing your brand. Making that transition might even help you shine brighter!

### Build Your Brand Today!

Share your achievements by sending your project photos to be featured on YPG's social media! Email your pictures to [info@scgma.com](mailto:info@scgma.com) with your [name](#), [project title](#), and a [short description](#).

### Follow YPG on Social Media!



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