Career Development at Your Fingertips: Branding, Blogging, and More!

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SLA Virtual Roundtable
What tools do you use for personal branding?
Which are most effective?
Does anyone currently have a blog or kept one in the past?

guncarryinglibrarian.wordpress.com
How would you judge it (your blog) in terms of ROI?
Can you share any lessons learned?
Useful Resources

- The Brand Called You (Tom Peters)
  - [fastcompany.com/28905/brand-called-you](http://fastcompany.com/28905/brand-called-you)
  - [newyorker.com/business/currency/you-are-what-you-tweet](http://newyorker.com/business/currency/you-are-what-you-tweet)

- Me 2.0: Build a Powerful Brand to Achieve Career Success (Don Schwabel)
  - ISBN: 9781427798206

- Reinventing You (Dorie Clark)
  - ISBN: 9781422144138

- The Start-up of You: (Reid Hoffman)

- *The Librarian’s Skillbook* (Deb Hunt and David Grossman)
  - ISBN: 9780989513319
Questions?

Thank you for your attention!

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