

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

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SLA Virtual Roundtable

▶ What tools do you use for personal branding?



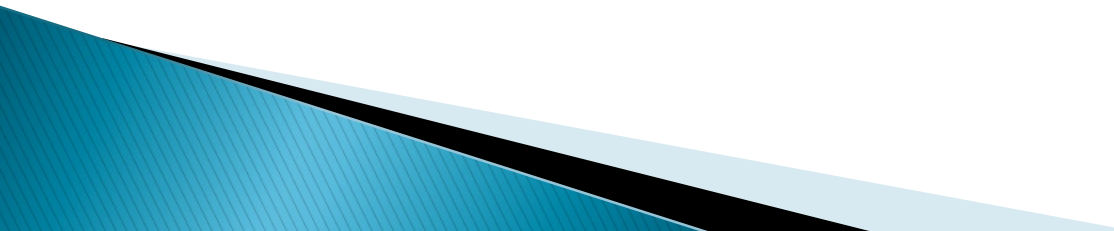
▶ Which are most effective?



- ▶ 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
- ▶ newyorker.com/business/currency/you-are-what-you-tweet
- ▶ Me 2.0: Build a Powerful Brand to Achieve Career Success (Don Schwabel)
ISBN: 9781427798206
ISBN: 9781607147121 (revised edition)
- ▶ Reinventing You (Dorie Clark)
ISBN: 9781422144138
- ▶ The Start-up of You: (Reid Hoffman)
<http://www.thestartupofyou.com/about-the-book/>
- ▶ *The Librarian's Skillbook* (Deb Hunt and David Grossman)
ISBN: 9780989513319

Questions?

Thank you for your attention!

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