

# CREATING YOUR FUTURE

## THEME OF THE DAY MY PERSONAL BRAND

Grades: Postsecondary

CREATE YOUR  
OWN FUTURE



### CURRICULUM CONNECTIONS

Such an activity would also be useful at Employment Centres, in Career Guidance Centres at PSE institutions, and as planning for transitioning students.

### MATERIALS AND PREPARATION

Internet Access.

### ACTIVITY: BUILDING YOUR PERSONAL/PROFESSIONAL BRAND

#### INFORMATION FOR THE STUDENT:

- Use an internet search engine to search for your online presence. See what you can find there.
- Ask a friend or family member to pretend to be an employer who is interested in hiring you. Ask this person to look at your social media accounts (e.g., Facebook, Twitter, Instagram) and to provide feedback about the content there.
- Take an online personality/self-awareness test.
- Explore online “What career is right for me?” and “Does this match with my current educational pathway?”
- Make an appointment with a career guidance professional.
- Create an online career profile on a social networking site.
- Check out careers that match your personal brand and educational path at [www.jobbank.gc.ca](http://www.jobbank.gc.ca)