

Build Your Brand On-Line!

Lesson Guide

As you work through the online activity, fill in this guide as you go. ...

Set up a Google Alert

What did you learn about your brand when you Googled you?

Describe the Google Alert you set up.

Use the LinkedIn Grad Guide

How does this site differ from the general LinkedIn site?

What are the advantages of using Good Word?

Explore Facebook Apps

Does your Facebook Profile differ from your LinkedIn Profile?

What Facebook app would be most helpful to you?

Tweet Wisely

Whom would you like to follow?

How do you think Twitter could help build your online reputation?

Keep Up

Using the PwC Tip Sheet, what tips would help you?
