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### Brand Me: How LinkedIn Training Improves Personal Branding by influencing Self-esteem and Job Search Self-efficacy by generating an All-Star profile

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# **Brand Me: How LinkedIn Training Improves Personal Branding by Influencing Self-esteem and Job Search Self-efficacy by Generating an All-Star Profile**

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## **EXTENDED ABSTRACT**

This article considers how LinkedIn training in the form of a workshop can improve a professional's personal brand by influencing self-esteem and job search efficacy by developing a LinkedIn All-Star Profile. Self-esteem and self-efficacy are two of the most highly researched social and vocational psychology aspects. While there has been some research on the impact of non-technological workshops, there needs to be more research on the effects of workshop training in these two variables on employee personal brand on social media.

Personal branding is a form of brand strategy gaining popularity in today's highly connected world (Swaminathan et al., 2020). A personal branding strategy can assist someone in achieving successful job-related outcomes (Vitelar, 2019). In today's hyper-connected world, using social media to communicate a unique personal brand is another competitive advantage that can open more job opportunities to professionals (McCorkle & McCorkle, 2012; Thompson-Whiteside, 2018; Khedher, 2019). With the multiple forms of online communications today, professionals experience great opportunities to develop online personal branding strategies (Thomson-Whiteside et al., 2018). Recruiters also utilize social networks to find the right talent for their companies; the most used platform is LinkedIn (Zide et al., 2014). LinkedIn profiles provide prospective employers with valuable information and allow users to showcase their skill sets.

The present study utilizes LinkedIn training as a virtual conduit and networking gateway toward increasing one's personal branding, self-esteem, and job search self-efficacy, hoping that career transitions will become less arduous. This study is relevant given the recent research performed

on career decisions. It found that individuals with a positive self-perception were more prepared to explore and formulate their career paths (Di Fabio et al., 2012). However, contemporary research has failed to identify which sources drive one's job search self-efficacy (Betz and Luzzo, 1996). This study experiment initially collected data from a 274-person sample group consisting of four classes of undergraduate business students in their junior and senior years at a major university in the Southeast region of the United States. Participants in the sample had all completed at least some undergraduate education. Before any treatment, baseline assessments of basic demographics and job search behavior self-efficacy and self-esteem were obtained from all participants.

The results revealed an overall increase in self-esteem and job search self-efficacy in the experimental group. The findings are consistent with the existing literature and expand the knowledge by demonstrating the potential to influence participants' personal branding by receiving training in creating a comprehensive and robust All start LinkedIn profile.

**Keywords:** *Job Search Self-efficacy, Self-esteem, Personal Branding, LinkedIn, and Social Media*

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