

What's the first thing a travel recruiter will do?

... it's probably not what you think!

"The first thing we'll do is Google a candidate. You get an honest picture on social media – any outrageous behaviour might make you think twice about hiring. We've never had more candidates applying than now, so we are pickier than ever and social media profiles reveal so much about candidates"

Danielle, recruiter with Emirates



Oh no, so what should you do?

Well, let's have a look at two candidates who we'll call Olivia and Erin. Now both Olivia and Erin have very similar backgrounds and qualifications...

Let the Google search begin...

When the airline search Google for Olivia's name (and thanks to Danielle we know they will!) they find a Facebook page that well, er... has some photos from a night out that would be best kept private. Fancy a peek?



Oh dear- not good!

Is Erin's online profile any better?

When they search Erin's name they find a neat professional looking online profile that includes a detailed C.V., and a portfolio of other interests and achievements as well as a list of well managed social media profiles that actually prove candidate B is interested in working in the travel industry

Who do you think they are going to invite for interview?

Yep you got it – it's Erin

With more than 90% of airlines and large travel companies looking at applicants' online profiles it's time for you to take control and present an image that will impress

How Exactly Do I build a Personal Brand Online (for free)?

The best way we've seen is using a free service called 9sharp.com. Click [here](#) to see a profile that my fellow Co-Founder Kenneth Park made in less than 10 minutes.

You can sign up for free at 9sharp.com and start to bring all your social media profiles together, add a C.V and start to develop a personal brand that airlines and travel companies will love.

Top10 Steps to Branding Yourself...

1. Understand your brand.

What do you do better than others applying for the same job? What makes you authentic (or “real”)? How can you demonstrate these things?

2. Show your passion.

What excites you? What makes you really tick? What do you want the world to know about you? (Here’s a tip - if it’s aviation or travel that excite you make sure you show that in your 9sharp profile. You could include links out to airline website for example - employers will be impressed. Or, even better, set up some Pinterest boards with your dream destinations or places you have already travelled to. If travel really is your passion, then show it!

3. What value do you add?

Here’s where should think about awards, experience, reputation and achievements.

4. Develop Content.

Develop content ideas that bring together authenticity, passion and value. This could be a blog, Twitter, Pinterest or Instagram account that shows that you’re really interested in aviation and travel. Over the years, the one thing I have

consistently noticed is that although many, many people claim to be passionate about travel, they simply don't show it, so this is a great opportunity to stand out from the crowd.

5. Include a Hook.

Attention spans are short. Your online brand should describe you in 140 characters (not words) . Go on, you can do it!

6. Show your personality.

Make sure that you write in a style that sounds like you and always consider how you want the reader to feel. Write in your real "voice". Don't imitate anyone else as it will just read as fake

7. Include personal content.

Employers want to know the real you so your brand should be 70% professional and 30 % personal. The 30% is a great way to show employers the real you - don't waste it

8. Test drive your brand.

After you've completed your profile show it to friends and family and ask them Is this really me? Is it interesting enough? Will it impress employers?

9. Keep your brand alive.

Things can go stale and out of date quickly make sure you update whenever you can

10. Take your brand live.

Sign up with 9sharp.com or AboutMe.com, or any other branding tools and make it happen! Remember, Kenny's only took 10 minutes so you've no excuse!

I hope you've found this useful and that you'll join me again next Friday where I'll have some more practical tips to help you land that dream airline or travel job

Pauline X

PS- why not put the link to your personal brand up in our facebook group and I'll take a look at it for you?

You can find our facebook group at <http://mondrago.me>