

Professionalism Rubric: Personal Branding

| | Novice | Average | Advanced |
|--|---|---|---|
| 30 Second Commercial | <ul style="list-style-type: none"> Not comfortable giving 30 second commercial Unsure how to describe professional strengths and may still need to identify examples | <ul style="list-style-type: none"> 30 second commercial is acceptable but more practice is needed with delivery Gaining an understanding of professional strengths, but may need to be prompted to give examples to back them up | <ul style="list-style-type: none"> Strong 30 second commercial delivered confidently Can articulate professional brand and others recognize strengths |
| Professional Association & Networking | <ul style="list-style-type: none"> No knowledge of industry related professional associations No follow up done after meeting new contacts | <ul style="list-style-type: none"> Awareness of professional associations in industry of interest, but not a member Inconsistent follow up with new contacts | <ul style="list-style-type: none"> Active member of at least 1 professional association Follow up with new connections after meeting to continually build network |
| Social Media Presence | <ul style="list-style-type: none"> No professional profiles created Personal profiles are public and contain unprofessional or inappropriate content | <ul style="list-style-type: none"> Professional profiles are created but incomplete and not up to date Personal profiles are public and may contain content that is questionable Profiles are used sporadically to follow online discussion but rarely to contribute | <ul style="list-style-type: none"> Professional profiles are created on social media sites, including LinkedIn and kept up to date Personal profiles are appropriate and privacy settings established Join groups, follow relevant companies, and interact in online discussions |
| Personal Marketing Materials | <ul style="list-style-type: none"> Has basic materials only including resume and cover letter, possibly references Inconsistent look and feel | <ul style="list-style-type: none"> Has a few key pieces of marketing materials including resume, cover letter, references, and online profiles Materials are not all consistent in look and feel; one or more not identifiable with personal brand | <ul style="list-style-type: none"> Has marketing materials including a resume, cover letter, references, online profiles, website/blog, and portfolio All materials have a similar look and feel identifiable with personal brand |
| Personal Assessment of your Brand | <ul style="list-style-type: none"> Unsure how to describe your personal brand and unaware of how other professionals would describe you Just beginning to gain awareness personal brand | <ul style="list-style-type: none"> May not have full understanding of how other professionals would describe your work, but can identify 3 words to describe you as a professional Only reevaluates personal brand if prompted by another person or specific event | <ul style="list-style-type: none"> Can identify 3-5 key words that describe you as a professional that others would agree with Reevaluate personal brand periodically as experience and connections are gained |