Get a Job! Workshop 1: Personal Branding and Your Online Presence
(The Handout)

Workshop Panelists

Justin Hoenke
Blog: justinthelibrarian.com  
Twitter: @justinlibrarian  
Email: justinthelibrarian@gmail.com  
Session Slides: Personal Branding!
Bio: Justin Hoenke is a teen librarian and video gaming enthusiast who has written about these subjects for publications such as Library Journal, VOYA, and is a regular contributor for the blog Tame The Web. Justin is a member of the 2010 ALA Emerging Leaders class and a MLIS graduate of the Department of Library Science at the Clarion University of Pennsylvania. He is currently the Teen Librarian at the Portland (ME) Public Library, where he is responsible for teen collection development and programming as well as overseeing the video game and graphic novel collection for the library system. His professional interests include video gaming in libraries, teen librarianship, creating local collections, and community building.

Rebecca Goldman
Blog: derangementanddescription.wordpress.com  
Twitter: @DerangeDescribe  
Personal Site: rebeccagoldman.net  
Institutional Repository: digitalcommons.lasalle.edu  
Session Slides: “I thought you’d be taller”: Building a larger-than-life online presence
Bio: Rebecca Goldman is the Media and Digital Services Librarian at La Salle University’s Connelly Library, where she supervises the University Archivist, oversees digitization projects, and manages the library’s digital collections. She holds a BA in linguistics from Swarthmore College (2007) and an MS in library and information science from Drexel University (2008). Rebecca is the founder and chair of the Society of American Archivists’s Students and New Archives Professionals Roundtable and has been writing Derangement and Description, a webcomic about archives, since November 2008.

Naomi House
Website: http://inalj.com/  
Twitter: @needalibraryjob  
LinkedIn: http://linkd.in/VzOR4q
Bio: Naomi House, MLIS is a Reference Librarian for a government contractor at a federal library. She loves traveling and cooking Pakistani food with her husband, Sana. She spent five years a a library staff member before finding her current job on the DC SLA listserv while only half way through her Masters program at Rutgers. She founded INALJ (I Need a Library Job) with the help of Elizabeth Leonard as a way of sharing the jobs she was still receiving -sort of a way of paying her good fortune forward.

Session Recording: http://umdischool.adobeconnect.com/p2lz7jqqsjg/

See Second Page for Resources to Help You Get Started Articulating Your Personal Brand and Developing Your Online Presence
Additional Resources

Personal Branding Articles
- Jeff Haden. (08/06/2012). “One Word that Defines a Great Personal Brand.” Inc.com
- Bohyun Kim. (02/11/2011). “A Personal Brand is a Byproduct.” Library Hat blog
- Career Q & A with the Library Career People. (12/28/2012).

E-Portfolio Suggestions to Get You Started
Using E-portfolios to Showcase Your Work, Experience, and Skills
Create Your Own Electronic Portfolio. (2000)

Resources/Sites for Building Your Online Presence
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Job Posting Sites
- I Need a Library Job (INALJ): a comprehensive list of library jobs sorted by state or country; updated daily.
- ALA Job List: a job list by the American Library Association.
- Higher Ed Jobs: a list most useful to jobs in academic institutions.
- LibGig: a blog for all things library job related.
- Careers in Federal Libraries: a Google Group that has job listings and active discussions about working in federal libraries.

Job Hunting Resources
- Florida State University’s “Finding a Library Job” LibGuide: written by librarians, the guide has great resources for resume writing, cover letters, and more.
- Hiring Librarians: a blog written by those who hire librarians that includes tips, tricks, and resources for making yourself stand out.
- Open Cover Letters: anonymous cover letters from hired librarians and archivists.