Building Your Digital Identity / Brand
#whoami

Jessa Gramenz
Threat Intel Analyst and Threat Hunter – Financial Industry, Dallas, Texas

Education
B.S., IT Management, University North Texas
A.A.S. Computer Forensics and Network Security, John A. Logan College

Former Director of Communications, NCSA

Gustavo Hinojosa
Executive Director, NCSA

Education
A.A.S., Information System Security Specialist at MATC
B.S., Cybersecurity Management & Policy at UMUC
Dual M.S., Cybersecurity & MBA at UMUC
What is Personal Branding?

Jeff Bezos defined the term by saying that “your personal brand is what people say about you when you’re not in the room”.
Professional Development

Why it matters to you
As you progress in your education and career, you will realize the importance of professional development. Simply getting a degree for your field may not be enough. Having a network of mentors and industry veterans will help you build a strong standing in your field.

• Blogging
• Conferences
• Online Portfolios
• Certifications
Blogging is a great way to make an impression.

Just make sure it is a good one.

Anything you post on your blog may be archived and searchable later.

Use your blog for opinions, but keep them respectful.

Make sure to cite sources when blogging.

Vlogging is another new arena of professional development.
Conferences

What Conferences to attend?

• As a student
• As a graduate

Must have for conferences

• Business cards
• Resume
• Good attitude
• Proper attire
Conferences

Appearance

• Come prepared to make an impression
• Dress professionally – you never know if you’ll meet your future boss
• Business casual attire is best
• Approach people – network and get to know them
• Tell people your story – when you graduate, your career goals
Conferences

Ask some questions in the session
  • Someone in the session might like your question and strike up a conversation

Come prepared
  • Again - have a resume and business cards on hand always
Online Portfolios

Have a theme and goal in mind

Have material to put on your portfolio

Get outside opinions

This can be bundled with a blog

Be sure to include contact info and social media links
Certifications

Why are certs important?

• They show what you know
• They help you earn more income
• They keep you current on industry standards

Come prepared

Important certifications.

• CISSP, CCNA, CEH, CISM, GSEC, Security+, etc
Networking

**Why it matters to you**
Networking is going to help your career in the long run. Knowing who to go to with questions and who to share your achievements with is the best way to grow your network.

- Professional Associations
- Networking groups
- Personal Learning Networks
- Mentors
Professional Associations and Networking Groups

The great thing about associations is that they do the work for you.

- Everyone you want to network with is in one place at meetings
- Anyone you miss at meetings are in a contact list for you to reach out to

Professional associations you may have heard of:

- ISSA, NCSA, ISACA, ISC2, SANS, OWASP, etc

These are also great sources for networking groups
Personal Learning Networks

What is a personal learning network?

• Similar to mentoring
• A connection you have for learning
• Can be multiple people at one source

Examples

• Coworkers, association members, and peers
Mentoring

Have a mentor, be a mentor

Find someone you look up to and ask if they would have time to mentor you

This can be an instructor, coworker, family member

LinkedIn lists if someone is interested in mentoring
Maintaining Your Brand

Why it matters to you
You put all that effort into developing your digital brand, now you have to maintain it. If your material is not up to date and a recruiter reaches out you will have to explain any difference and it is less efficient. Also, up to date information is going to lead to better recruitment efforts.

• Update Cadence
Update Cadence

**Update Cadence**

Students

• Every semester

Graduates

• Immediately
  • Major career changes/ achievements

• Monthly
  • Articles and news
  • Conferences and trainings attended
Future Employers

Why it matters to you
Recruiters and future employers are actively searching for future hires constantly. Ensure you have a good online reputation by researching yourself to see what external sources can find out about you that you do not share. Some social profiles may link back to you professionally and can be used as a judgment for a job you have applied for or a head hunter may use this information to disqualify you for your potential dream job.

• Researching Yourself
Researching Yourself

Why it matters to you
Where to research

- Your typical Google search will be a good place to start
- Use alternate search engines as well
- Look for any sites that collect public data and search your name
  - Publicdatacheck.com
  - Publicrecords.searchsystems.net
- Avoid paid sites
Tools

Why?
Educating students about social media tools and the fundamentals of personal branding is crucial for career development. Aside from social media platforms to boost and develop your brand, what can be done to keep tabs on it?

Monitoring
Monitoring your digital brand is the practice of manually or automatically finding out what’s being said about your brand (yourself) online. Automated monitoring tools allow the user to automate processes because monitoring your brand manually can be time-consuming and inefficient.
Tools

- Google.com/alerts
- Socialmention.com
- Keyhole.co
- Mediatoolkit.com
- Hootsuite.com
- Namechk
- Brandyourself
Social Media

Why it matters to you
Social media is a powerhouse for building your digital brand. While blogging and online portfolios are useful, it can be difficult to show up on search engine results. Ensuring you have a strong social media presence is important to develop your digital brand.

- LinkedIn
- Twitter
- Facebook
- Password Management
LinkedIn

Dos

Have a professional profile photo
Have a complete list of education and work history
Include achievements and extracurricular activities

Don’ts

Network with random people
Over share sensitive company info
LinkedIn

What to add to your profile

Volunteer work
Associations
Courses
Publications
Honors
Skills
Education
Experience
LinkedIn

Joining groups on LinkedIn

- Groups are a great part of LinkedIn
- Join the NCSA group, join your college group, get specific and search for cyber security at “your college name”. Groups are also nice because you can post questions.
- You stay current on industry happenings
- You can share news and get visibility
- Also a great opportunity for recruitment
Twitter

Make a professional account

• Follow companies you like
  • They may mention job postings and you can learn more about the culture

• Follow people you network with
  • This is a great way to find out about upcoming events, or industry news

• Follow Associations

• Be sure to retweet important tweets to help boost interaction on your account.
Facebook

Keep professional and unprofessional accounts separate.

Remember anyone on your friends list can search and see what you like… no matter how long ago

Do not over share work details on Facebook and do not use it to vent
Password Management

- Password policies for social media accounts are lax
- Regularly change your password
- Make sure your password is complex
- Passphrases are easy to remember and can be bundled with numbers and symbols to make it complex
Types of Identities

**Single**

**Advantages**

- Consistent presentation of image
- Trustworthy (no separation of personal and professional, nothing to hide)
- High level of integrity/authenticity
- Easy for others to find and connect

**Disadvantages**

- Personal and professional mixed up. Formal and informal mixed up which can lead to unintended negative effects
- Higher risk of identity theft and lack of privacy
Types of Identities

**Multiple**

**Advantages**

- Can separate personal from the professional
- Improved privacy and security
- Can manage your identity to suit your contents
- Less risk of unintended negative effects

**Disadvantages**

- More profiles and accounts to manage and check
- Higher risk of appearing inauthentic or of lacking integrity
Types of Identities

Anonymous

Advantages

• Increased freedom of self-expression

• High levels of privacy and security

• Can provide a voice to oppressed or threaten people whose safety may be compromised if their true identity revealed

• Very small risk of unintended effects

Disadvantages

• Untrustworthy and high risk of appearing inauthentic or of lacking integrity

• Enables catfishing, trolling, cyber bullying and abuse
What do You Prefer?

✓ Single
✓ Anonymous
✓ Multiple Identities
Ethics & Responsibility

**Ethics**
Ethics, by definition is “moral principles that govern a person's behavior or the conducting of an activity.”

**Responsibility**
Responsibility is “the state or fact of having a duty to deal with something or of having control over someone.”

Ethics & Responsibility


• Perform all professional activities and duties in accordance with all applicable laws and the highest ethical principles;

• Promote generally accepted information security current best practices and standards;

• Maintain appropriate confidentiality of proprietary or otherwise sensitive information encountered in the course of professional activities;

• Discharge professional responsibilities with diligence and honesty;

• Refrain from any activities which might constitute a conflict of interest or otherwise damage the reputation of or is detrimental to employers, the information security profession, or the Association; and

• Not intentionally injure or impugn the professional reputation or practice of colleagues, clients, or employers.
**Legal Considerations for Social Networking Users**

Social networking users cannot leverage any of the immunities granted to social networking sites under the law. Users should be mindful and act appropriately when posting messages and/or files to the websites.

The main areas include:

- Defamatory content
- Content that infringes on intellectual property rights.
- State social media privacy laws
- State anti-bullying laws and regulations
Laws

Oregon Anti-bullying Laws and Regulations
What terms are used in Oregon anti-bullying laws and regulations?

• Harassment, intimidation or bullying

Do these apply to the cyber realm also? Yes

What groups are listed under Oregon anti-bullying laws and regulations?

• Race
• Color
• Religion
• Sex
• Sexual orientation
• National origin
• Marital status
• Familial status
• Source of income
• Disability
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<tr>
<td>Linkedin.com/in/JessaGramenz</td>
<td><a href="mailto:ghinojosa@nationalcyberwatch.org">ghinojosa@nationalcyberwatch.org</a></td>
</tr>
<tr>
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<td>linkedin.com/in/gustavohinojosa/</td>
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Resources 1

Monitoring Tools

55 Monitoring tools - dreamgrow.com/69-free-social-media-monitoring-tools/
12 Monitoring tools - socialmediatoday.com/social-business/12-best-social-media-monitoring-tools-consider

Laws

https://www.stopbullying.gov/laws/index.html
References

