



Career Development Committee Career Link

Goal: Help members prepare for real-world job searches by building their digital presence and professional image.

In the **Career Link** challenge, individuals are tasked with developing a personal branding portfolio that showcases their career readiness and professional identity. This project encourages members to explore how they present themselves in the professional world, particularly online. Submissions should reflect professionalism, creativity, and alignment with the member's intended career path. The social media page should NOT be live. Participants can submit a template of what their professional social media page would look like.

Each submission must include:

- A professional social media page, highlighting a particular career, on a platform such as LinkedIn, Instagram, or Facebook.
- A business card mock-up (including logo, contact information, and tagline).
- A 100-word professional biography (in first-person).

This challenge promotes professionalism, communication, and career readiness through creative design and presentation.

Participating members will receive ribbons at the State Leadership Conference.

The submission is due by February 15, 2026, at 11:59 PM. Submissions are required to be completed via the online form; emailed forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: member name, chapter name, chapter adviser name, chapter adviser email, PDF of the complete branding portfolio.

Career Link

What You'll Create:

1. Professional social media
2. Business card mock-up
3. 100-word professional biography

Participating members will receive a ribbon at the State Leadership Conference.
Submission Deadline: February 15, 2026 11:59 PM



You



FBLA Career Development Committee