



ONLINE
PRESENCE

TOOLS FOR JOB SEEKERS

ONLINE PRESENCE

YOUR ONLINE PRESENCE



It has become common practice for companies to research the candidates they are considering hiring. More than 40% of hiring managers are checking candidate's social media accounts.

Social media accounts should reflect who you are as a person, but also as a professional.

There are three online accounts every professional needs to have: **Facebook**, **Twitter**, and **LinkedIn**.



FACEBOOK



Some items that you may have listed on your Facebook profile could be seen by the public. This information could include your current or previous jobs, schools you've attended, and organizations you support. You should check your privacy settings on your account to make sure that only what you want to be seen is visible to people that visit your profile.

Notes

FACEBOOK

The culture of Facebook is meant for keeping up with friends and family, but that doesn't mean that employers are not checking to see what they can find out about you. If your security settings are set for Friends only, then a potential employer will not be able see anything you have on your profile. They will be able to see that you have an account, which can be a good thing. It shows that you are using current social media skills, and that could be something they are looking for as part of the job in which you are interested.

While you are job seeking it is a good idea to have a nice image of yourself so that potential employers can see that you are a real person (not a bot), and to see a bit of your personality.

Your name should be stated as you prefer to be professionally referred to.

Notes

TWITTER



If you are not currently on Twitter, and if you are trying to enter a professional industry that uses that platform heavily, then you are going to want to create an account, and start

learning the basics of being on the platform. First, create a “handle” relating to you. Your handle is your username; if you do not want it to be your real name, then it should be something that relates to you somehow. Like with your profile picture, it is a way to showcase your personality, but make sure it is also showing you can be professional.

Notes

TWITTER

Twitter can also be a good place for you to follow people in the industry you would like to find a job in, and contribute to the conversations they are having. Twitter is a much more open ended platform than Facebook. It is meant for people everywhere to see your tweets and for you to see theirs.

Make sure your bio features some things that you are good at or have a passion for doing. Highlight all of the good things about you and what drives your personality.

Since individual tweets can not be longer than 280 characters, the bio section of your profile is an important piece of real-estate. This is the space which can tell someone that has found you in an online search who you are, and why you are a voice to be heard.

Notes

LINKEDIN



LinkedIn is the site for professionals seeking to make connections with other professionals. As the old saying goes “it is not what you know, it is who you know.” This is where LinkedIn can be a helpful tool.

LinkedIn is a site where you can connect with people in your industry, or one you are interested in, and get first hand information about what is going on, including what jobs are currently available.

You can post your resume and list all of your skills. All of the skills you list can then be seen by people you connect with, and they can endorse the skills that they know you have. It’s like having an instant reference from an old manager or former co-worker.

This is a place to network yourself with all of the people who you need to know that could get you the job you want.

LINKEDIN

On LinkedIn you should have, a personable profile photo. Your profile picture should be consistent across all social media sites that you are on, and be a photo that you would not be embarrassed to have seen by a potential employer.

Keep information current. Just like on the resume and cover letters you use to apply for jobs, the information you have on LinkedIn regarding past work experience or current skills should be up-to-date and match what you have on your printed resume.

Also, asking people you know and trust to endorse any skills you list on your profile will be a helpful way to establish your presence on the site.

Notes

TIPS TO LOOK YOUR BEST



- Search yourself. Do an online search of your name and see what appears in the first two pages of results.
- Remove as much negative content as you can.
- Create new content such as writing a blog or contributing to a newsletter will help cover up content you don't want to be seen.
- Let your followers speak for you. Having influential people following you and sharing posts you create will demonstrate that you are active in the industry you want to be involved.

Online Learning opportunities:
mymcpl.org/online-learning

