Managing Your Digital Presence

Have you ever done a Google search on yourself? These days, most people leave a digital footprint, and it’s up to you to manage your online reputation. When job searching, you should pay particular attention to maintaining an appropriate online persona. Recruiters, hiring managers, and future co-workers commonly run searches on job candidates. The following tips will help you control and maximize your digital presence.

- **LinkedIn**
  
  **Use LinkedIn.com to supplement your resume.** Your LinkedIn profile allows you to professionally advertise your skills and experiences.
  - Stay true to your resume, but also take advantage of the extra space in LinkedIn to elaborate on your achievements and activities.
  - Update your profile as often as your resume; otherwise, you may miss out on job opportunities or look less credible to recruiters.
  - Ask for recommendations from trusted sources who can speak credibly about you.
  - Join LinkedIn groups that showcase your interest in a particular industry, field, or even your affiliation with your school to emphasize your career aspirations.
  - Include a professional photo to help recruiters / hiring managers recognize your face.

- **Facebook / Google+**
  
  **Put your best face forward.** Recruiters increasingly check social networks such as Facebook, sometimes to match a face to a resume.
  - Check that your profile picture clearly shows your face and appropriately represents you.
  - Demonstrating your personality is fine, but use your judgment.
  - Create a public profile that you would feel comfortable showing your boss, and use the website’s privacy settings to hide the rest.
  - Un-tag any public photos that portray you in an unflattering light.
  - “Like” company pages and/or career-related groups that interest you.

- **Twitter**
  
  **Create a strong online persona.** Despite the 140-character limit, Twitter.com allows you to share your thoughts and passions in a powerful way.
  - Consider tweeting about upcoming industry conferences, articles of interest, and other items to show your enthusiasm for a particular field, career, or company.
  - Create your online presence well before you expect recruiters to search online for you; that way, you’ve built up meaningful content.
  - “Follow” other active Twitter users who can help you stay on top of news, trends, etc.
  - Stay active to show your commitment and enthusiasm for an industry, company, or brand.

- **Blog / Personal Website**
  
  **Take your interests to the next level.** Here’s your chance to boost your online presence and gain major credibility, especially if you’re trying to break into a particular industry.
  - Develop thoughtful posts that showcase your knowledge and intellectual curiosity.
  - Follow other credible bloggers and contribute thoughts/ideas.
  - Build a following of readers by writing strong, relevant posts that encourage discussion.
  - Show aspects of your personal life that add color to your professional persona.

The Consultants in the Kenan-Flagler Business Communication Center proudly bring these tips to you. From resumes and cover letters to presentations and PowerPoint slide design, the Center can help you with all your communication needs. Stop by and visit us in McColl 2125, or visit our website for more information.

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