



# CAREER SERVICES / ONLINE PRESENCE

# MANAGING YOUR PROFESSIONAL ONLINE PRESENCE

## WHY IS IT IMPORTANT?

We are in the era of technology, and even employers use technology to find and hire good candidates.

## BY THE NUMBERS

94% of recruiters perform online search of candidates

Source: Jobvite survey 2014

85% of hiring managers say candidate's positive digital presence impacts hiring decision

20% (1 in 5) candidates are dismissed due to negative info found online

Source: Eurocom Worldwide survey

## WHAT WILL TURN EMPLOYERS AWAY?

- Identity Confusion – Did they find the *right* you online?
- False Claims – Discrepancies in information received will cause red flags
- Photos which may be deemed offensive -
- Profanity Used in any writing – Will you be able to be professional on the job?
- Grammar/Spelling errors – This signifies lack of either ability or detail orientation
- Non-updated social profiles – Shows lack of currency, online laziness
- Real life mistakes made (i.e., legal)

## STEP 1: ONLINE REPUTATION AUDIT

### What is out there *now*?

#### GOOGLE YOURSELF



- Make sure you are logged off first – or go stealth in 'Incognito Mode'
- Use "Quotation" marks around the exact name you want to search

#### GO INCOGNITO


You can open an "incognito window" on your computer to prevent Chrome from saving your browsing history. This will help you determine what an uninfluenced Google search reveals, rather than one that is already aligned with your interests and you:

## Open an incognito window

You can open an incognito window on your computer to prevent Chrome from saving your browsing history. You can switch between an incognito window and any regular windows that you have open. You'll only be in incognito mode when you're using the incognito window.

1. Open Chrome.
2. At the top-right, click More  > **New incognito Window**.
3. A new window will open. In the top-corner, tick for the grey incognito icon .

You can also use a keyboard shortcut to open an incognito window:

- Windows, Linux or Chrome OS: Press **Ctrl + Shift + n**.
- Mac: Press  + **Shift + n**.

## REVIEW WEB PROPERTY

If you own any domains or websites under your name, make a list of these. (Examples include: .com, .net, .org, .me) If not, continue on!

## REVIEW WEB MENTIONS

Assess any online articles or pieces that mention your name, and document those. Local paper, online blogs, news articles online, etc.

Note: keep this list handy, as you might be able to use some of this later when you need to mention accomplishments or noteworthy bits about you!

## REVIEW SOCIAL MEDIA PROFILES

Time to take an inventory of your Social presence!

- Make a list of social outlets you use, including account user names
- Especially if they appear in the first 5 pages of search results when searching by your name. Examples include:



## RECRUITER'S ADVICE FOR CANDIDATES ON SOCIAL

Do:

- Share details about volunteer, professional or social engagement work
- Engage with current events appropriately
- Double check your spelling and grammar

Don't:

- Share details of alcohol consumption or marijuana use
- Rush to post that selfie
- Delete your entire online presence –no presence is negative too

## STEP 2: TAKE SOME ACTION

How can you fix and enhance your presence?

### SET UP GOOGLE ALERTS

**Google Alerts** is a content change detection and notification service, offered by the search engine company **Google**. The service sends emails to the user when it finds new results—such as web pages, newspaper articles, blogs, or scientific research—that match the user's search term(s).

You can set up Google Alerts with your NAME at <https://www.google.com/alerts>:



The screenshot shows the 'Create a Google Alert' form. It includes a text input field for 'Search terms', a dropdown menu for 'Type' set to 'Everything', a dropdown menu for 'How often' set to 'once a day', a dropdown menu for 'Email length' with 'up to 20 results' selected, and a dropdown menu for 'Deliver to' with 'up to 50 results' and 'ail.com' visible. A 'Create Alert' button is at the bottom. A small text at the bottom reads 'Google will not sell or share your email address.'

### SET UP SOCIAL ALERTS

These are similar to Google alerts except the search is focused only on social media sites rather than anything on the web. Allows you to track what others are saying about you. A couple of options:

**Social Mention:** <http://www.socialmention.com/>

**Hootsuite:** <https://hootsuite.com/plans/free>

## DELETE OLD, ACQUIRE NEW

- If you have accounts on unused sites, get rid of them! Inactive, dated sites do not attract employers.
- Think strategically where you SHOULD be? What are the best ways to show what you have to offer and attract positive attention?

Some Options:

GET YOUR OWN WEBSITE DOMAIN. Here is a list of top website builders of 2016:

<http://www.beautifullife.info/web-design/15-best-free-website-builders/>

CREATE A BLOG. Here is a list of top free blogging sites:

<http://www.startablog123.com/best-free-blogging-sites/>

MAKE A VISUAL CV. Some options include:

<https://www.visualcv.com/> or <http://vizualize.me/>

## GET ON LINKEDIN

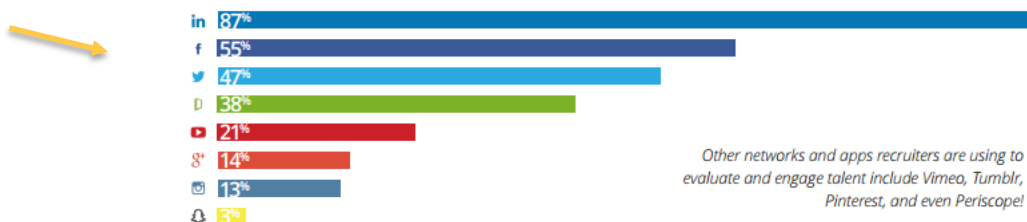
<https://www.linkedin.com>

### Why?

Most, if not all, employers use LinkedIn in some fashion to find good candidates. This could be at the beginning of their sourcing, to review candidates in their pipeline or to double check for any inconsistencies or red flags before hire. This is especially true of certain industries. However, regardless of the industry you wish to be in, LinkedIn offers one of the best and easy ways to develop an online professional presence. What can it hurt to be there and to show you are current with technologies used today.

### SOCIAL

Only 4% of recruiters DON'T use social media in the recruiting process. 4% aren't sure, but the 92% of recruiters that do use social media cast a wider net than ever:



Source: Jobvite survey 2014

## MANAGE PRIVACY SETTINGS

### Facebook

Goal: *Minimize public accessibility of private activity.*

How: Go to your profile page, click the drop down menu on the right side of your cover photo, and select "View As" to see how your profile is viewed by the public who are not friends. You may need to selectively edit your settings to your desired level of privacy of your personal information.

TIP: You may also want to limit others' ability to "tag" you.

### LinkedIn

Goal: *Maximize public accessibility of your professional presence and activity.*

How: Go to the upper right hand corner of your profile, hover over your picture and select Privacy and Settings. Select 'Edit your public profile' to see what is viewed by the public who are not connections and make adjustments as necessary.

TIP: You should customize your URL to your name to improve search results and make it easier for potential connections to find you.

## STEP 3: ONGOING MANAGEMENT

### What do you consider going forward?

Continuous Audit

- **Best if job seeking**
- Set Alerts to automate some of this
- Proactive management of sites and privacy settings

OR

Occasional Audit

- **Okay if NOT job seeking**
- Set yourself a reminder every 3-6 months to audit and update
- Continue to manage your privacy settings!

## CONCLUSION: BEST THINGS YOU CAN DO

- Security and Privacy Management
- Add GOOD content
- Eliminate evidence of bad behaviors/photos/language
- Have someone else look at your social sites and give feedback on what they see
- Consider an online portfolio or personal website (buying a domain name) for your resume and professional content

## ONLINE REPUTATION AUDIT TOOL

Online Reputation Audit		
<b>Purpose</b>	It has become essential for students, as aspiring professionals, to take charge of their online presence as part of their overall career management. Employers utilize internet searches and social media to research candidates and to verify information received. The goal with an audit is to assess what someone might find out about you online, to protect your privacy where warranted and, ultimately, provide you direction on building your online brand proactively.	
<b>Part 1</b> <i>What is your virtual first impression?</i>		
<b>Assessment</b>	<i>Step 1</i>	Go to <a href="https://www.google.com/">https://www.google.com/</a> and search using your name in quotation marks. You might consider using the Incognito search option in Chrome  <b>Tip:</b> If you have a common name, you may need to include your middle initial or assess variations of your name used online.
	<i>Step 2</i>	Look through the first 3 pages of results and identify how many results reflect the real you. Is it positive information or neutral? Too personal?
<b>Part 2</b> <i>Are you managing your privacy settings effectively?</i>		
<b>Social Media</b>	<i>Delete</i>	List all of the accounts you have on social apps. Do you have accounts for apps you don't use anymore? Delete them.
	<i>Facebook</i>	<b>Goal:</b> <i>Minimize public accessibility of private activity.</i> Go to your profile page, click the drop down menu on the right side of your cover photo, and select "View As" to see how your profile is viewed by the public who are not friends. You may need to selectively edit your settings to your desired level of privacy of your personal information.  <b>TIP:</b> You may also want to limit others' ability to "tag" you.
	<i>LinkedIn</i>	<b>Goal:</b> <i>Maximize public accessibility of your professional presence and activity.</i> Go to the upper right hand corner of your profile, hover over your picture and select Privacy and Settings. Select 'Privacy', and then 'Edit your public profile' to see what is viewed by the public who are not connections and make adjustments as necessary.  <b>TIP:</b> You should customize your URL to your name to improve search results and make it easier for potential connections to find you.
	<i>Add</i>	Are there social sites that might enhance your future professional presence? Consider adding.
<b>Part 3</b> <i>What will be your schedule of regular audits in the future?</i>		
<b>Monitoring Options</b>	<i>Option 1</i>	Option: Go to <a href="http://www.google.com/alerts">http://www.google.com/alerts</a> and set up google alerts for your name, so you can monitor when your name is mentioned online, and then processed by Google as soon as it happens.
	<i>Option 2</i>	Option: Go to to <a href="http://www.socialmention.com/">http://www.socialmention.com/</a> to search mentions of your name on the social web. You can also set up alerts through this site.
	<i>Required</i>	<i>Determine your schedule for ongoing online reputation audits. Once every 6 months is a good rule of thumb.</i>
Primary Source: Waldman, J., <i>Job Searching with Social Media for Dummies</i> (2011)		