

# PRESENTING YOURSELF ONLINE

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CREATING THE NEXT

# Objectives

## Who

### Your Online Presence

What is your personal brand?  
Who do you want to be online?

## Where

### Places for Your Online Presence

LinkedIn and Twitter  
Other platforms

## How

### How to Be Present Online

LinkedIn profiles, connections, groups  
How often to post, comment, publish  
Common pitfalls to avoid

# Who do you want to be online?



# Your personal brand

**Goals** What do you need?  
Job searching? Advancing as a professional? Thought leadership?

**UVP** What is your unique value proposition? Your strengths, experience, credentials, accomplishments...how can you contribute?

**Values** What do you care about? How can you help others?

**Style** What's your professional style? Creative? Buttoned-up? Cool nerd? Dynamic? Low-key? Other?



# Where to be online *professionally*



500 million users; 260 million active monthly



328 million monthly active users



1.5 billion monthly active users

# What about Facebook for professional presence?

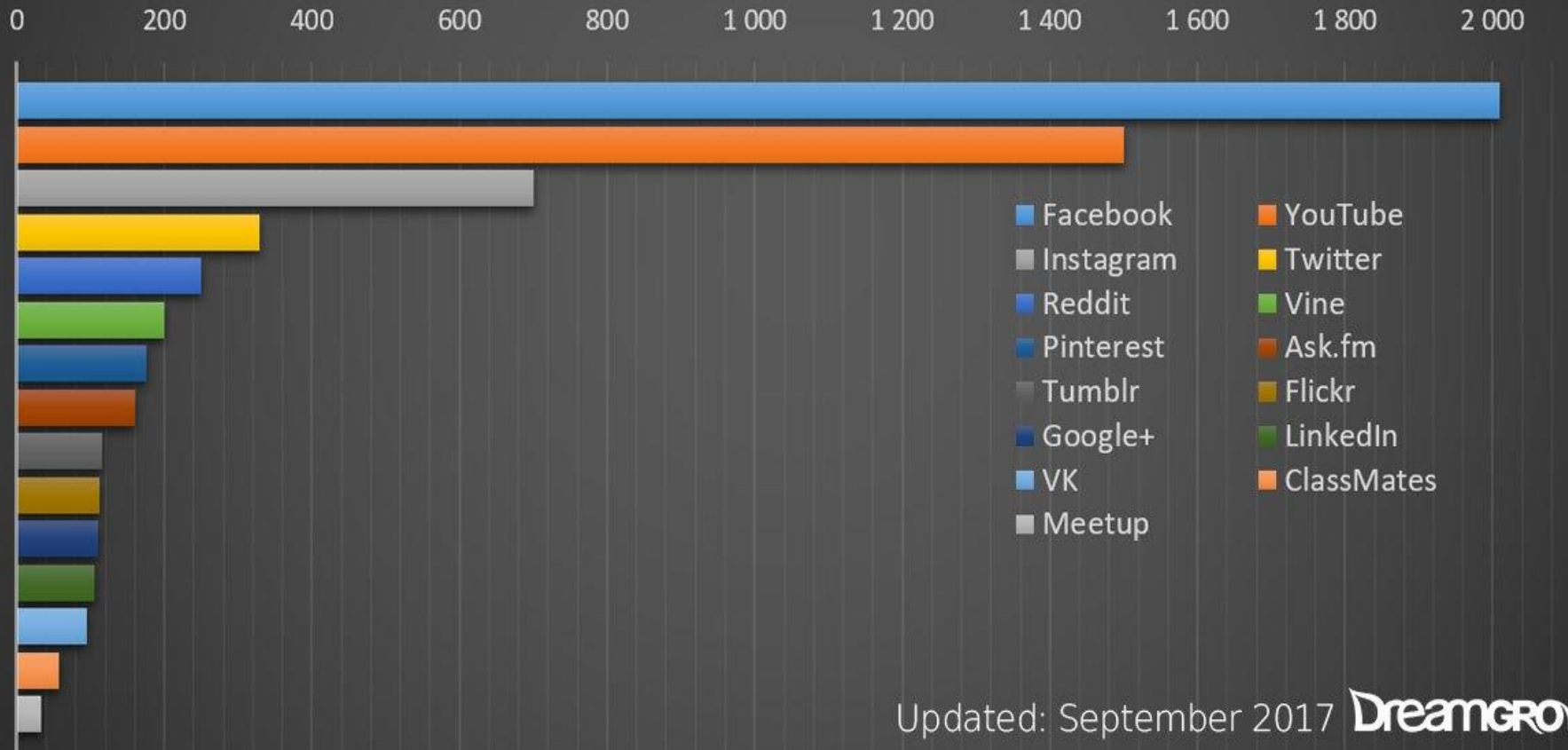


Post is from 2017

# Where to be online – additional options

## Top 15 Most Popular Social Networking Sites

MILLIONS



Updated: September 2017 **DreamGROW**

Best bets for your online professional presence “B List”: YouTube, Reddit, Pinterest

# Why focus on LinkedIn?



**10 million** active job listings on LinkedIn

LinkedIn gives you access to **9+ million** companies across the globe.

**94%** of recruiters use LinkedIn to vet candidates.

You can be visible to, or make connections through, **1.5** million groups.

Percentage of job postings on LinkedIn that require a bachelor's degree: **65%**

# LinkedIn profile tips



- ✓ Profiles with **photos** get 21x more views and 36x more messages.
- ✓ Your **summary** should be a succinct, high-level overview.
- ✓ Unlike resumes, your LIn summary **can be written in first-person**.
- ✓ In the **experience** section, list all past jobs, even if not relevant to your current role or goals, because 68% of LIn members use LIn to reconnect with past work associates.
- ✓ Include all educational background, including high school, for searchability. LIn users with **education** sections get 17x more messages from recruiters.

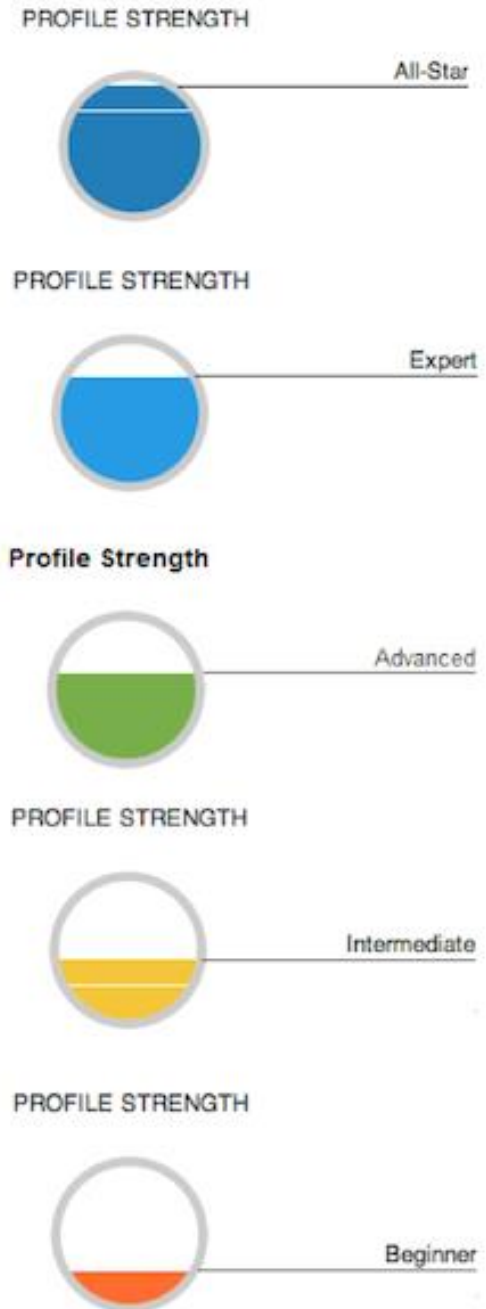
# LinkedIn Profile Tips



- ✓ List **skills**. There is a 13x increase in profile views for LIn members who list skills on their profiles.
- ✓ Spend more time on **recommendations** than **endorsements**. Try for 5-10 recommendations. Spread out the requests so they don't all come in around the same date.
- ✓ Take time to add the “extra” sections – **volunteer work, projects, awards, association memberships**.
- ✓ Join and be active in **groups**. You're 5x more likely to be viewed if you do so.
- ✓ Do not network or job search without a **completed profile!**

# LinkedIn profile levels

All-Star profiles  
are 40x more  
likely to receive  
opportunities!



# Growing your LinkedIn network



- ☐ Aim for **varied connections** – not only people from your school or workplace.
- ☐ **Customize invitations** (occasionally this is not necessary).
- ☐ Aim for about 300 connections (50 minimum)
- ☐ Use **multiple sources to find people** to invite to connect:
  - ☐ Keyword searches in LinkedIn
  - ☐ Your contact lists / databases / other online networks
  - ☐ LIn's "People you may know" feature
  - ☐ 2<sup>nd</sup> and 3<sup>rd</sup> degree connections within LinkedIn
  - ☐ People you know or meet in real life
  - ☐ Other members of LIn groups

# Increase your chances of being found on LinkedIn

- ✓ Know the search algorithm. It seeks and displays hits in this order:
  1. Profile completeness (100%)
  2. Connections in common
  3. Connections by degree (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>)
  4. Groups in common
- ✓ Make sure your privacy settings have your profile set to public!
- ✓ Publish and post.



# LinkedIn hacks



**Job searching confidentially?** Turn off activity broadcasts and in “Jobs>Preferences” select “Let recruiters know you’re open.”

**Don’t want LIn to announce to the world that you updated a comma in your profile?** Turn off notifications for profile updates

**Can’t figure out how to get connected to someone?** Message people you aren’t connected to through groups.



**Want to share your LinkedIn profile on your resume and elsewhere?** Customize your profile URL.

**Withdraw and resend invitations you think were forgotten.**

# Levels of social media presence

- ☐ How much time and energy are you willing to invest?
- ☐ How acute are your career/business needs and goals?
- ☐ How proactive or passive do you want to be?



# Casual user of LinkedIn

- ✓ Minimum 50 connections
- ✓ Like and/or comment on posts 2-3x/month
- ✓ Complete profile
- ✓ Check newsfeed 2-3x/week
- ✓ Accept invitations promptly
- ✓ Send 1-2 invitations per week if growing network
- ✓ Join and follow at least a few groups/companies/individuals
- ✓ Respond to private messages 1-2x/week



# Moderate user of LinkedIn



- ✓ Step-up your profile – more skills, endorsements, recommendations. Give some recommendations to others.
- ✓ Check newsfeed daily. Like/comment more often.
- ✓ Reply to invitations after accepting (thank you, etc.).
- ✓ Send 3-5 invitations per week if growing network.
- ✓ Post a few times per month (or more).
- ✓ Be active in at least one group.
- ✓ Congratulate connections on milestones.

# Super user of LinkedIn



- ✓ Add **extra details to your profile** – links, more skills
- ✓ **Revise your profile** headline, summary, and photos to keep pace with your evolving personal brand
- ✓ Check your **newsfeed** more than once a day
- ✓ **Congratulate connections** on milestones with personalized messages.
- ✓ Grow your network into the **thousands**.
- ✓ Actively **seek out more distant connections** by using highly personalized inMail and/or introductions.
- ✓ **Post regularly**, even daily. 98% professional, 2% non-work-related
- ✓ **Comment regularly** – at least 1 or more per day.
- ✓ **Publish** original articles.
- ✓ Actively participate in **groups**.

Bonus tip: You never know where you might turn up online!

From the Home page, go to Settings. In the Sharing section change to “Private” and “Only me”

