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

Places for Your Online Presence
LinkedIn and Twitter
Other platforms

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?

Where to be online *professionally*

**LinkedIn**

500 million users; 260 million active monthly

**Twitter**

328 million monthly active users

**YouTube**

1.5 billion monthly active users
What about Facebook for professional presence?

As of this morning, the Facebook community is now officially 2 billion people!
We're making progress connecting the world, and now let's bring the world closer together.
It's an honor to be on this journey with you.
Where to be online – additional options

Top 15 Most Popular Social Networking Sites

Updated: September 2017

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%**

Sources: DMR, Hootsuite, Alexa
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 LinkedIn 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 LinkedIn members use LinkedIn to reconnect with past work associates.

✓ Include all educational background, including high school, for searchability. LinkedIn users with education sections get 17x more messages from recruiters.

Sources: Hootsuite, Alexa
LinkedIn Profile Tips

✓ List **skills**. There is a 13x increase in profile views for LinkedIn 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
  - LinkedIn’s “People you may know” feature
  - 2nd and 3rd degree connections within LinkedIn
  - People you know or meet in real life
  - Other members of LinkedIn 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 ($1^{st}$, $2^{nd}$, $3^{rd}$)
  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 LinkedIn 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”