



# StreetWise Partners Fall 2019

## Session 6 Module: Online Presence and Review



# Online Presence and Review

## Top 10 Things to Avoid Posting On Social Media

- ❑ Inappropriate or provocative photos/comments
- ❑ Political content
- ❑ Content about/showing alcohol, smoking, or illegal activity
- ❑ Negative comments about previous employers
- ❑ Negative comments about coworkers
- ❑ Posts demonstrating poor communication skills (grammatical errors, spelling mistakes, etc.)
- ❑ Discriminatory comments related to race, gender, religion, etc.
- ❑ Lying about qualifications
- ❑ Negative or combative responses to other people's posts
- ❑ No social media presence at all

# Online Presence and Review

## LinkedIn Best Practices

- ❑ **Include a picture and make sure it's professional**
- ❑ **Fill out your profile completely, including skills**
- ❑ **Make your headline stand out: use descriptive words to describe your qualifications, not just a job title (keep it short)**
- ❑ **Use the summary section to emphasize career interests**
- ❑ **Make connections**
- ❑ **Join groups to meet professionals in your industry and stay connected to StreetWise Partners' alumni, as well as alumni from schools and programs you previously attended**
- ❑ **Follow companies of interest in your industry**
- ❑ **Post relevant articles to build your brand**
- ❑ **Include a personalized message when sending invitations that reminds the person who you are and how they know you**



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# Online Presence and Review

## LinkedIn Content and Notes

### Professional Summary

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### Skills and Expertise

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### Education/Work/Volunteering History

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# Online Presence and Review

## Who can you add to your LinkedIn Network?

### Fellow mentees and mentors in the StreetWise Partners Program

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_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

### Friends and Family

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

### Colleagues and Classmates

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

# Online Presence and Review

## SMART Goals

In this session, you will work with your mentor to ensure the SMART Goals you created in Session 2 are still the goals you would like to achieve. If they are, wonderful! If they are not, create new SMART Goals.

Remember, SMART is an acronym that helps you remember the key elements needed to set actionable goals that will achieve results:

- **Specific**: Your career goals need to articulate in detail what a successful outcome looks like.
- **Measurable**: Set benchmarks for your goal, using quantifiable numbers where possible. Include incremental points of achievement so that you can track your progress towards the final goal.
- **Attainable**: Don't set an unrealistically ambitious work plan that you will not be able to achieve. Have you given yourself goals you can accomplish? Quality is important, so make sure you've allowed time to do a good job, not just any job.
- **Relevant**: Ensure each of your short- and mid-term goals are in line with your long-term aspirations. Set appropriate goals that keep you focused on your vision for your future.
- **Time-Bound**: Create a realistic and detailed schedule of when you will accomplish each goal. What is your timeline for completing each task effectively, and how are you keeping yourself accountable for meeting those deadlines? How can you break your larger goals down into discrete tasks that you can achieve in specific intervals?



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# Online Presence and Review

## Setting Your SMART Goals Final Template

**Larger SWP Goal:**

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**Action Goal 1:**

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**Action Goal 2:**

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**Action Goal 3:**

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