

Online Presence and Review

Winter 2020 StreetWise Partners



Today, you will...



- ❑ **Learn about your online presence and LinkedIn as a networking tool, as well as best practices**
- ❑ **Create/enhance your LinkedIn Profile**
- ❑ **Update your SMART Goals and your Mentoring Working Agreement**

ONLINE PRESENCE



Why it Matters

- **70% of U.S. companies screen job applicants through social media**



How Can it Affect You?



- **51% of HR professionals have rejected candidates after finding something negative online**
- **What are some of the things job candidates should avoid posting on social media?**
 - ✓ Inappropriate or provocative photos/comments
 - ✓ Content about/showing alcohol, smoking, or illegal activity
 - ✓ Political content
 - ✓ Negative comments about previous employers
 - ✓ Posts demonstrating poor communication skills (i.e. grammatical/spelling errors)
 - ✓ Negative or combative responses to other people's posts
 - ✓ Posting discriminatory comments related to race, gender, religion, etc.
 - ✓ No social media presence at all

Can Social Media HELP My Application?



- **1/3 of hiring managers say YES it can! How?**
 - ✓ Gives a good sense of your personality and fit into company culture
 - ✓ Supports your stated background and qualifications
 - ✓ Conveys a good professional image
 - ✓ Demonstrates your creativity
 - ✓ Showcases your accomplishments
 - ✓ Provides great references
 - ✓ Shows you are tech savvy if you have a complete page and a lot of followers

Be Prepared: Google Yourself



- Be aware of what employers are seeing when they search for you online



Your Name Here [Advanced Search](#)
[Preferences](#)
[Language Tools](#)

Google Search I'm Feeling Lucky

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

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Know Your Privacy Settings



- **Make sure your settings are not “public”**
- **Be careful not to accept someone you don’t know into your network**
- **Privacy settings do not stop someone from seeing your profile picture so choose your picture carefully.**



LINKEDIN BEST PRACTICES



ICEBREAKER



Stand Up if You Use LinkedIn

Linked in



Power of LinkedIn



- **Members**

- ✓ 65+ million worldwide

- **Companies**

- ✓ 30 million

- **Jobs**

- ✓ 20 million

- **Schools**

- ✓ 90 thousand

LinkedIn Appearance



▪ **Best practices for using LinkedIn**

- ✓ **Include a professional photo**
- ✓ **Fill out your profile completely (location, skills, education...everything!)**
- ✓ **Make your headline eye-catching: use descriptive words to describe your qualifications, not just a job title (keep it short)**
- ✓ **Customize your URL (make your page memorable)**
- ✓ **Use the summary section to emphasize career interests...make it interesting!**
- ✓ **Make your experience shine, don't cut and paste a resume**
- ✓ **Highlight volunteer experience**
- ✓ **Make it to "All-Star" level!**

Making Connections

▪ Utilize all connection resources

- ✓ New/suggested connections
 - ✓ use search bar
- ✓ 2nd & 3rd level connections
 - ✓ click “My Network”
- ✓ Use alumni tool



▪ LinkedIn professional etiquette

- ✓ Include a personalized message
- ✓ Do not send invitations to people you don't know
- ✓ Ask your connections for introductions

Utilizing Connections



- **Message connections regularly**
 - ✓ LinkedIn messaging page
 - ✓ Your connections page
 - ✓ Their profile page

- **Ask connections for informational interviews**
 - ✓ Gain advice on career path
 - ✓ Learn about your desired industry
 - ✓ Learn about a specific company
 - ✓ Establish a professional bond

Utilizing Connections



- **Request job referrals/recommendations**
 - ✓ Ask current/former managers and colleagues; mentors, advisors
 - ✓ State why you are interested in role/why you deserve recommendation
 - ✓ Thank your connection for their consideration

- **Search for potential mentors**
 - ✓ “Career Advice” hub located in “Your Dashboard”
 - ✓ Set preferences and check suggestions

Searching/Applying for Jobs



- **Set career interests**
 - ✓ Include potential job titles and locations
 - ✓ Turn on “Open Candidates” setting

- **Search for jobs & create search alerts**
 - ✓ Use search filters
 - ✓ Turn on Job Alerts

Searching/Applying for Jobs



- **Review “Jobs You May Be Interested In”**
 - ✓ Make sure work experience, skills, location are accurate

- **Follow companies**
 - ✓ Review “Life” section
 - ✓ company culture, values, professional development opportunities

- **Apply actively**
 - ✓ Use “Easy Apply” or “Apply on Company Website”

Recommendations

vs.

Endorsements



- **Endorsements**

- ✓ Skills that your connections can add to your profile to show that you are proficient in certain areas (ex: Microsoft Office, public speaking, etc.)

- **Recommendations**

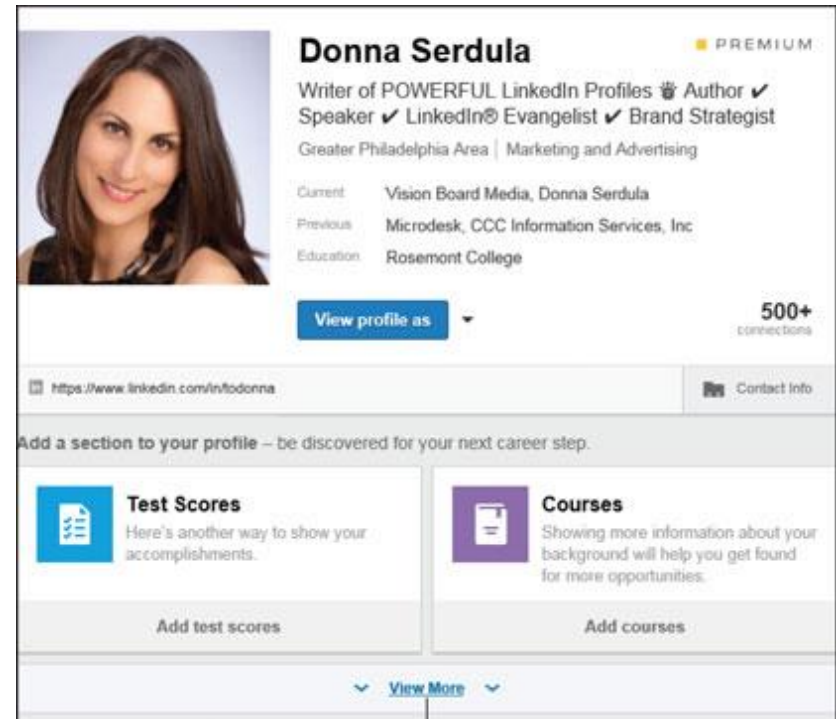
- ✓ In-depth testimonials that current and former supervisors, colleagues, clients, and mentors can add to your profile to attest to your character

- **Recommendations are more valuable than endorsements**

LINKEDIN PROFILE ACTIVITY

- **Set-up your LinkedIn Profile**
- **Discuss ways you can use it to do job search/outreach**

Use Module (page 5/6) if you don't have internet



SPEED NETWORKING



Speed Networking Practice



▪ **Special session next week**

- ✓ 2 hour event - make sure you're early!
- ✓ Structured networking rounds of 9 minutes each
- ✓ 20 minute open networking time at the end to revisit volunteers you met, or meet new people

▪ **Guidelines for networking rounds:**

- ✓ Elevator pitch
 - Use it to introduce yourself and guide a conversation with the volunteer
 - **Break down pitch into talking points to hit over a 5 minute period**
- ✓ Don't Forget To Ask Questions - This Is Networking
 - Ask about their background and current position
 - Ask for their business card or contact information so that you can follow up after the session

SPEED NETWORKING ACTIVITY



SMART GOALS REVIEW



SMART Goals & Working Agreement



▪ SMART Goals

- ✓ Have you already achieved any of your goals?
 - If yes, create new goals
 - If no, are you on the right track?
- ✓ Are there new goals you want to work towards?
- ✓ Are you still committed to the goals you have?

▪ Working Agreement

- ✓ Talk through what is working, as well as any challenges
- ✓ Recommit

WRAP UP

