

How to Manage Your Online Appearance

LinkedIn

What exactly is LinkedIn?

A social networking tool that allows you to strengthen and extend your network of contacts by exchanging knowledge, ideas and opportunities with a broader network of professionals.



Why do people use LinkedIn?

- It allows you to market yourself and create a professional brand.
- It enables you to establish, build and maintain a professional network.
- It lets you share and gain information about career fields, companies and job opportunities.

Tips for marketing yourself on LinkedIn

1. Get out of your comfort zone and use LinkedIn to develop a strong professional brand and network.
2. Include interests specific to the industry you are in or want to enter.
3. As always, be authentic. Don't stretch the truth to present a certain image.
4. If you are interested in a specific field, you should do a search for groups to join and companies to follow.
5. Rather than put an activity like surfing in Specialties, which should feature work-related skills, type it into Interests. Mix work-related skills with a couple of more personal or extracurricular ones, to show a complete picture of who you are.
6. Send private notes to potential mentors. A great way to network is to reach out directly to someone in your field and let them know that you are looking for new connections or opportunities. Do this after you have interacted with them through group discussions, do not impose pressure without any previous interactions on LinkedIn.

twitter

What exactly is Twitter?

Twitter is an online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets".



Why do people use Twitter?

- It allows you to meet professionals you admire.
- It lets you track the trends of the industry you are interested in.
- It enables you to stay in contact with companies and professionals that you might not interact with otherwise.
- It is a creative outlet.

Tips for marketing yourself on Twitter

1. Create a twitter account that showcases your professional profile. Set up your twitter account as though it were your online business card. Only include information that would make you look ready!
2. Start following people and institutions. Pay attention to professionals who work at the companies where you might want to work someday, and "follow" them.
3. Create content. Tweet about yourself and tweet out interesting observations and articles that are relevant to the industry that you are interested in.
4. Send private notes to potential mentors. A great way to network is to reach out directly to someone in your field and let them know that you are looking for new connections or opportunities. Do this after you have interacted with them through retweets or responses to tweets they have made, do not impose pressure without any previous interactions on Twitter.

6 Things To Do on Social Media As a Job Seeker

Don't get too personal

Eating a fantastic meal at John Hancock's Sky Lounge? Riding an endorphin high after a class at SoulCycle? Refrain from oversharing. Whether it is your dating life, recreational life or dinner, keep it out, especially if it is at odds with your professional brand.

Avoid negativity

According to an Intel survey conducted surrounding mobile etiquette, the number one pet peeve people had about behavior was negativity. Recruiters do not like negativity such as when people complain a lot about their commute. In the absence of facial expressions or tone of voice, text can be misunderstood so keep it positive!

Keep it clean and avoid profanity

If they hear or read it online, and it is associated with your personal account, it will be associated with you professionally.

Be tactful when posting photos

Not every photo you have ever snapped deserves a home on the World Wide Web...that category, obviously includes intimate photos, of course, but also vintage pictures that have the potential to embarrass you or your friends (bad perms, mullets, horrible glasses, the freshman fifteen). Does anyone really want to re-live those memories?

Your social media audience does care what you are up to, but too much 'me, me, me' and not enough engagement with others will make you appear self-centered.



Steer clear from bashing a former, current or future employer or job

Do not talk negatively about a job or even a recent job interview. If you think the interview you just had went terrible, there is no need to air it online. Use social media to put forth the best you, the image you want to project to the world. You will find that is easier to do if your online presence mirrors your thoughtfulness, kindness and respectfulness in the real world.

Shun dishonesty

When it comes to social media dos and don'ts, it is important to think twice before posting something online - especially something dishonest. If you would not say something aloud to a crowd of strangers, DO NOT post it on social media. Once you hit the return key, you have no real control over how that information will be shared. The same goes for texts, e-mails and comment boards.

As it relates to your LinkedIn profile, don't over embellish. Instead, be accurate and honest like you would in a resume, as it can be easily verified.



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