

Establishing Your Online Image

Although LinkedIn is for professional use, all of your social media accounts create your online marketing package. Because of this, it is important to make sure that all of these profiles contain professional content; if you wouldn't want your boss to see it, don't post it.

Take Your Online Image Seriously!

- Your social media footprint says a lot about you as a prospective employee
- 93% of recruiters will review a candidate's social media profiles before making a hiring decision
- 55% of recruiters have reconsidered a candidate based on what they saw on social media
- 8% of companies have fired someone for abusing social media
(<http://time.com/money/3614301/recruiters-social-media-job-search>)

After Being Hired, *Don't*...

- Complain about your boss, co-workers, company, etc. on your social media accounts
 - For example "*Longest day ever*" or "*My co-workers are the worst*"
- Post on your social media accounts while you are on company time

Your Online Persona Shows:

- Sociable or loner?
- Prim and proper or all-out wild?
- Honest or two-faced?
- Reasonably emotional or nothing but a complainer?
- Good or bad?
- Effective communicator?

Powerful Profile Photos:

Can a *good picture* help your personal brand? **Maybe**
Can a *bad/inappropriate picture* ruin your brand? **Absolutely**



Build Your Brand:

- Manage your LinkedIn account and keep it up to date
- Create public social accounts for professional purposes (and use them!)
- Manage your privacy settings
- Think before you post or send

What Should I Avoid Posting?

Relationship issues • Pictures of drug/alcohol use • Negative/offensive comments
Nude/revealing photos • Personal opinions about your job/co-workers

How Can I Make My Profile More Appealing?

Know and incorporate best practices in your Facebook, LinkedIn, Twitter, and other profiles



Stay connected with friends

- Create separate personal and professional accounts
- Use a user name for your personal account that is not your full name and use privacy settings
- Fill out your professional account with your professional history and post related content
- Classify your friends: social or professional (customize privacy settings)
- Post positive and insightful content and respond appropriately to other people's postings



See real-time events and news

- Create an account that showcases your professional profile
- Follow people, companies, and recruiters you're interested in
- Create content as it relates to your field
- Send private notes to potential mentors



Professional networking site (see below for profile development tips)

- Make your headline count; you want to stand out!
- Be sure that your photo is a professional headshot (available at the job fair on campus for free)
- Job hunt and/or connect and network with professionals in your desired field
- Follow your target companies/groups
- Connect with people outside of your network
- Complete your profile: fill your employment history and education, and add skills
- Share professional updates



Present a visual online image

- Be mindful of the photos/videos you post on your account
- If you create visual content (photography, calligraphy, drawing, sculpture, etc.), use an Instagram account to showcase your best work!
- Use hashtags to help specific populations find your content



Check on your online image

- Google is your first impression to employers
- What comes up in search results when you search your first and last name?



Building a Great Student Profile

Showcase your experience and interests.

1. Craft an informative profile headline

Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as “Student, National University” or “Recent honors grad seeking marketing position.” Check out the profiles of students and recent alums you admire for ideas and inspiration.

2. Pick an appropriate photo

LinkedIn is not Facebook. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone. That means no party photos, cartoon avatars, or cute pics of your puppy.

3. Show off your education

Include information about all institutions you’ve attended. Include your major and minor if you have one, as well as highlights of your activities. It’s also appropriate to include study abroad programs and summer institutes. Don’t be shy — your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you’ve won.

4. Develop a professional summary

Your summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Include relevant internships, volunteer work, and extra-curriculars. Present your summary statement in short blocks of text or bullet points for easy reading.

5. Fill “Specialties” with keywords

“Specialties” is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the profiles of people who currently hold the kinds of positions you want.

6. Update your status weekly

A great way to stay on other people’s radar screens and enhance your professional image is to update your status at least once a week. Tell people about events you’re attending, major projects you’ve completed, professional books you’re reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call.

7. Show your connectedness with badges

Joining Groups and displaying the group badges on your profile are perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university’s LinkedIn group as well as the larger industry groups related to the career they want to pursue.

8. Collect diverse recommendations

The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors.

9. Claim your unique LinkedIn URL

To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to “public” and claim a unique URL for your profile.

10. Share your work

A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your website, blog, or Twitter feed. Through Applications, you can share a PowerPoint or store a downloadable version of your resume.

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Are your social media profiles PRIVATE? They should be!

Change Your Privacy Settings

Note: Even if your profile is private, your bio/profile photo is available and can appear in an Internet search. Make sure that these are respectable and appropriate.

Twitter

When logged in to Twitter, select **Settings and Privacy**. There will be several options to choose from. Click on **Privacy and Safety**, then turn on the “Protect your Tweets” option. When this is turned on, only people who follow you will be able to see your tweets, and you will be able to approve new follower requests. Below this option, you can also choose to **turn off photo tagging**.

Instagram

When logged into Instagram on your mobile device, click on your profile, and you will see a gear icon next to the Edit Profile button (under your post and follower stats). **Select the gear icon**. Scroll down the Options screen, and you will see an option to **make your account a Private Account**. This will hide all of your posts from people who do not follow you, and will allow you to control which follow requests you want to approve.

Facebook

In the top blue bar on your Facebook page, click on the dropdown menu. From here, select the **Settings** option. Next, select **Privacy**, and reconfigure the settings so that only your Friends list can see posts. In this menu, you can also review the posts you’re tagged in, and limit the audience of the posts you’ve shared in the past.

Back on the **Settings** menu, select **Timeline and Tagging**. Once again, change the privacy settings so that your Friends list can post on your timeline and see posts you’re tagged in. Additionally, it can be a good idea to **turn on the Review options**.

On your Facebook profile, select the “...” on your Cover Photo. Select the option to **View Profile As...**, and ensure that your profile is appropriate from the **Public** view. You can also choose to see your profile as a person on your Friends list would see you.

Next Steps: Update your social media accounts based on this information.

- Create or update your LinkedIn profile
- Write your profile with your career destination in mind
- Attend Career Resource Center LinkedIn Wednesday Workshop or have your profile reviewed during drop-in hours
- Secure your privacy settings and/or only post clean content
- Utilize social media as an opportunity to make a statement about you and why you are desirable to an employer
- Make connections and network
- Visit the Career Resource Center to discuss your career and professional development

Career Resource Center
Humanities 105
(845) 257-3265
careers@newpaltz.edu

Office Hours: Monday-Friday, 8:30am to 5:00pm

Drop-in Hours: Tuesday, Wednesday, Thursday 1:30 to 4:30pm and Friday 10:00am to Noon

Check our website for a schedule of upcoming events, programs and applications
www.newpaltz.edu/careers

The Career Resource Center addresses topics including:

- Major-to-Career Advice
- Career Assessments
- Resume and Cover Letter Review
- Choosing a Major
- Graduate/Professional School Search and Applications
- Mock Interviews
- Volunteer, Internship, and Job Search Coaching



- Exclusive access to volunteer, internship and full-time postings in our online database
- Instant access to resources including
 - Event listings and registration
 - Career finder and explorer
 - Salary guides
 - Document library: Resume Samples and specific Career Advising Handbooks
 - 2 Million national postings
- Log in through my.newpaltz.edu, select **Internships and Careers**, then **HawkHire**