

## IMPROVE YOUR ONLINE PRESENCE

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How often have you thought: “If only I could get in front of someone and prove I am a good fit?” With social media, you can inject your style in status updates and even your LinkedIn summary. Sure, your skills and experience qualify you for jobs, but your personality is one more way to seal the deal.

Once you have read the tips below, consider signing up for [WAGER ASSESSOR](#) and let us help you set yourself up for success! We have a roster of talented HR and Social Media professionals that are well versed in helping you put your best foot forward and getting you to the next level. Investing in your career is always worth it. Be seen how you want to be seen.

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### WHY DO I NEED A STRONG PRESENCE ONLINE?



- 48% of job seekers are very active on social media
- More than 1/3 of all employers utilize social media in the hiring process
- 37% of employers use social media to screen candidates
- 65% of recruiters check social media profiles to see if job seekers present themselves professionally
- 51% of employers use social media to see if a candidate is a good fit for the company culture
- 34% of employers find content on social media that causes them not to hire a candidate, including inappropriate photos, evidence of drinking and drug use, or poor communication skills

- 29% of hiring managers surveyed found something positive on a profile that drove them to offer the candidate a job
  - 40% of employers said that a candidate's personality on social media seemed like a good fit with company culture.
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## MUST DOs



**REVIEW** – Carefully review your entire social media presence. Anything inappropriate on any platform like Facebook can nullify all the useful details you've provided on LinkedIn.



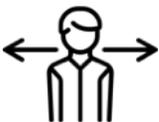
**BE WHO YOU SAY YOU ARE** – When employers see how your background information supports your qualifications for the job, you look like the real deal. Forty-two percent of employers liked being able to validate a candidate's experience by checking him or her on social media. Make sure your LinkedIn and other social network profiles are consistent and match your résumé.



**DEMONSTRATE GREAT COMMUNICATION SKILLS** – You say you have excellent communication skills, but how can you provide proof? 37% of employers said social network profiles and status updates offered evidence of great communication skills. As with your profile, punctuation, spelling, and grammar are important in tweets, too. And remember to behave appropriately online. Avoid arguments, profanity, and negative rants.



**BE MINDFUL** – If you choose to share content publicly on social media, make sure it's working to your advantage. Take down or secure anything that could potentially be viewed by an employer as unprofessional. Job seekers shouldn't just focus on hiding or removing inappropriate content. They should also work on building strong social networks and creating online profiles that do an ideal job of representing their workplace skills and experience.



**BE CONSISTENT** – The information you provide online about your job background and accomplishments should be consistent. Don't assume an employer will only check you out on LinkedIn. They may also check Facebook, or even Twitter and Google+. The story you tell on each site should be nearly the same.

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# BUILD YOUR NETWORK



**ATTEND OR SPEAK AT CONFERENCES** – Be sure to attend relevant professional conferences, conventions, and other gatherings. Attendee lists may make their way online and stay there for years afterward. Better yet, find or develop a skill you can share then reach out to organizers. Look for smaller conferences to get your feet wet, create a deck, and become a thought leader. Post all your real-world interactions and speaking engagements online and build your profile.



**ADVERTISING YOURSELF** – Think twice about branding yourself as “looking for new employment opportunities” on LinkedIn or elsewhere. It can easily decimate your ability to be seen as a passive candidate that a recruiter would want all to themselves. In the hide and seek game of job hunting, remember always to hide in such a way as to make yourself easily findable!

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## SOCIAL (MEDIA) SKILLS



**PROJECT A PROFESSIONAL IMAGE** – What you say in your bio and on social profiles provides hiring managers a glimpse into your professionalism. 38% of employers were impressed with the professional image presented by a candidate’s site. And pay attention to small details, such as grammar, punctuation, capitalization, and spacing.



**PERSONAL WEBSITE** – Create a personal website and be sure to have your résumé on it so programs that crawl and scrape the web can find it.



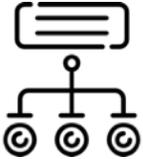
**BRAND YOURSELF** – It is essential to set yourself as a “brand” to help you stand out from the crowd. Having your website match all your professional materials (business card, résumé, cover letter, etc.) will make a strong impact. Having a well-designed and consistent brand displays that you take pride in what you do, and it can put you one step above the rest.



**INSTAGRAM** – Instagram is a great platform for establishing your “brand.” Make sure you have a curated visual presence that shows who you are but also remains professional.



**BUILD A LARGE FOLLOWING** – 14% of employers see a large following or subscriber base as a positive. If people are following you, then you might have something interesting or valuable to say. Thought leadership and community engagement can benefit the company. Build your following organically by providing information that is relevant to your target audience. Interact with like-minded professionals online. Gaining a following isn't easy. But, if you are a good social community citizen, it could be an asset to your future employer.



**PRESENT A WIDE RANGE OF INTERESTS** – 40% of employers selected candidates who seemed well-rounded on their profiles and social media updates. Share your volunteer involvement and other activities that show how you enjoy spending your free time. However, avoid mentioning controversial or extreme interests.



**SHOW YOUR CREATIVITY** – Employers often seek candidates who think outside the box. 36% of employers said a candidate's creativity on social media made a difference in the hiring decision. Show off your creative abilities online by displaying an infographic résumé, using new technology, or posting clever status updates.



**INTERACT WITH THE POTENTIAL EMPLOYER** – Companies with social media accounts want to engage in conversation. 24% of employers said they liked candidates interacting with one of their social media accounts. Check the company's website to see which social networks are listed, especially the accounts related to careers. Always be positive and complimentary, and ask questions beyond: "Did you get my application?"

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## LINKEDIN



**FILL OUT THE SUMMARY SECTION** – The summary section on LinkedIn is an excellent place to showcase your achievements and professional goals. Some recruiters consider it the most important section of your profile, according to LinkedIn. Use it as an opportunity to talk about your experience, motivations, interests, and skills.



**UPLOAD A GOOD PHOTO** – Profiles that include a photo are 21 times more likely to be viewed than those without one. They are also nine times more likely to receive connection requests. Opt for a flattering, professional photo that best represents you. Skip ones that are poorly cropped, low-resolution, or include another person (or your pet).



**ADD YOUR LOCATION** – You know what they say: Location, location, location. It seems simple, but it goes a long way. Recruiters screen by location. Leaving out your location may rule you out of the running for many jobs. By adding your city or metro area to your profile, you will boost your chances of being seen by 23 times.



**INCLUDE YOUR EDUCATIONAL BACKGROUND** – By adding your school or schools, hiring managers and former classmates are more likely to find you in searches. Profiles with completed education fields receive 17 times more messages from recruiters.



**SPECIFY YOUR INDUSTRY** – Each week, more than 300,000 people search LinkedIn profiles by a specific industry. Listing the industry you work in, or the one you'd like to break into helps you come up in recruiter searches. It also helps LinkedIn connect you with the right job listings, events, and trending articles.



**LIST YOUR CURRENT POSITION** – Having an outdated position on your LinkedIn profile page looks bad to recruiters. An outdated profile could mean you aren't active on the website and wouldn't return their message, or don't take your online professional presence seriously. It only takes a minute, and it's a great way to show your professional trajectory. Be sure to include your current title, company, and start date.



**ADD YOUR SKILLS** – Don't think of skills in strictly technical terms, if you have strong negotiation or public speaking skills, list them. According to LinkedIn, you should include five or more skills to showcase your different talents.



**POST GREAT REFERENCES** – Thirty percent of companies liked seeing references posted about a candidate. Unsolicited recommendations are powerful. LinkedIn allows you to display recommendations within your profile, so be sure to ask a boss or happy customer to write one for you. You can make it even easier for them when you provide suggestions or key points you believe are worth mentioning.



**DISPLAY AWARDS AND ACCOLADES** – In your cover letter or résumé, you may have said you were a top performer or gained recognition for your stellar accomplishments. 31% percent of employers found proof of this recognition online and said it worked in the candidates' favor. Snap a photo or grab a screenshot to capture your success. Then share it for all to see, and embed it in your LinkedIn profile.

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