

CAREER AND EMPLOYMENT TIPS | FINDING WORK

Professional Online Presence

Creating a 'professional online presence' means that you build a professional identity using social media, networking platforms, blogs, personal websites, digital portfolios or other online marketing channels. Your online presence shapes how people will view you, such as potential employers or clients, so you want it to work for you and not against you. A good online presence is a valuable tool for self-promoting, expanding your network and expediting a job search.



Clean up your online image

- Take down anything from your own social media and/or websites that you wouldn't want a prospective employer seeing.
- Change all of your privacy settings to high. However, keep in mind that this does not completely control who can see your media. Even if the account is private, there is always a chance of people seeing it.
- Search your name on the internet and on social media platforms. If there is inappropriate/unprofessional content or pictures that show up, ask the person who posted it to remove it or to untag you. Prepare what you would say if someone asked you about unprofessional content that you can't get removed.
- Change any unprofessional usernames and set up an email address that is a professional version of your name to use for correspondence.
- Set up a professional profile picture, preferably a headshot. Use the same image across all of your professional platforms, so that you start to develop a brand.
- Remember that anything you repost, like, comment on, or follow can be seen, so make sure that what you surround yourself with reflects the image you want. Avoid controversial topics.

Grow your professional presence

- 1 Decide how you want to be seen professionally. Your online presence should support that impression. Figure out your objectives for social networking online, and let that guide your online activities.
- 2 Become active on professional networking platforms such as LinkedIn. It's a good way to connect with industry professionals and it can push some of your unprofessional online content further down your search results. Start out by connecting with past or current classmates, instructors, colleagues or friends.
- 3 Complete any 'About Me' sections to introduce yourself to your website/social media visitors. Incorporate some keywords into your description that relate to your work, or the work you want to attract.
- 4 Articulate experiences and achievements that are relevant to your career direction, including work, volunteer projects, extracurriculars and community activities.
- 5 Connect with industry professionals and new contacts you've met at events. Follow organizations you are interested in and industry leaders that inspire you.
- 6 Identify 2 to 3 niche topics in your professional field that you would like to stay current in, and follow/create alerts on these topics.
- 7 Schedule 10 or more minutes a day to connect meaningfully with your growing network. Comment thoughtfully, post or share interesting articles and stay up to date on news and people you follow.
- 8 Continue to interact with your professional reputation in mind, whether in person or online.

Tip: Career services offers workshops on building your professional online presence and creating effective LinkedIn profiles. Check out our list of [upcoming workshops](#).

June 2022

NEED MORE HELP?

Book an appointment with us through [MyCareerHub](#).

📞 403.440.6307 ✉ careerservices@mtroyal.ca 📍 A200 Kerby Hall

🖱 mtroyal.ca/careerservices  [Career Services on LinkedIn](#)



MOUNT ROYAL UNIVERSITY
Career Services