

ONLINE PRESENCE – Worksheet

FACEBOOK



If using Facebook or other networking sites to connect with family and friends, post only what you would be comfortable permanently being remembered for by prospective recruiters, colleagues or clients. Nothing online is truly private. If you want to use Facebook contacts in your job search, always remember there is a chance a current employer may see or hear about what you post to them. To leverage this network:

- Complete the Work and Education sections fully, with past and present employment as well as brief details of your roles.
- Rethink your friend network. Classify some of your contacts separately as 'professional contacts' so you can easily send them more professional information, job search progress and requests that do not go to your larger network.
- Consider posting your desired work as your status but only if you do not have a current employer or your job search is not a secret.

TWITTER



Your Twitter bio is an opportunity to say who you are and where you would like to go professionally, as well as what topics are of interest to you. Follow industry feeds and chats. Many companies have job-related Twitter feeds. Following those is one way to identify possible openings and company representatives. By reading your content, companies also learn whether you fit with their culture and image.

LINKEDIN



LinkedIn is one of the first things employers will see researching candidates online. It is a business-oriented network to connect colleagues, co-workers and professionals, and to learn about organizations, career paths, jobs and people in your field. A LinkedIn profile should show your experience, interests and credentials to recruiters looking for qualified candidates. Keeping it current requires a regular time investment but may move professional content higher up and 'digital dirt' off the first pages.

CREATING YOUR LINKEDIN PROFILE

When first building or later fine tuning your profile to correct spelling or other minor changes, turn off activity broadcasts (settings) so you do not announce each one to your network. For updates like a new job, linking articles, etc, your broadcast can remain on. Take time to build a strategic profile to signal your professional capabilities, written so it is clear where you are in your professional journey.

- If you are working in your desired field, showcase your contribution to your employer's operation.
- If you are not working in your desired field, make sure your profile offers a clear snapshot of what you have to offer and how you see yourself contributing to the work or field you are seeking to move into.

URL: When creating a profile, you will be assigned a random URL. Customize your URL (settings) to something easy to remember and type, such as a version of your name.

Headline: Included with your name when people view your profile or read your comments/posts is your headline, which defaults to your current title. A custom headline may better meet your objectives. "Recent business graduate seeking volunteer management opportunities" or "Early childhood educator, fluent in French and sign language" helps people understand you in a professional context.

Summary: Detail who you are as a professional. Include short-term career goals you are working toward, such as completing your degree, and contributions you have already made to employers and clients in short blocks of text or bullet points for easy reading.

Experience: You can choose to list all previous jobs, but for those unrelated to your desired career path keep details brief. Include relevant Co-ops, practicums, volunteer work, and links to portfolios, articles written, etc.

Skills & Expertise: Use phrases that describe your current abilities in what recruiters would search to find candidates for positions you would like next. Check profiles of those in similar positions for clues.

Education: Include your major, university honours and awards, as well as international study experiences.

When your profile is complete, reactivate the broadcast options you think best for your purposes.

Connecting with people on LinkedIn

- Rather than uploading your email contacts, begin building your network by connecting with colleagues and professionals you already know from classes, summer jobs, unpaid work and student organizations in a more thoughtful way. Mount Royal Alumni are often happy to connect with students and new grads.
- Customize invitations with a personal message: where you know them from, what organization you have in common, and why you'd like to connect. When you receive an invitation, respond within 48 hours.
- Stay in touch with people in your network so your connections stay strong. As you add connections think about what you can do to support them. Comment on an update or forward a job listing that might be a good fit.
- Meet face-to-face. Set up phone calls, attend professional events, and send notes to people you have gotten to know online. Online networking can only supplement, not replace, in-person relationship-building.
- LinkedIn offers 3 ways to support and celebrate your connections:
 1. Commenting on new jobs, work anniversaries, etc. of your contacts;
 2. Endorsements, which can be done with a keystroke, and;
 3. Recommendations, which are personally written, take more thought and are more valuable.Take a few minutes each week to go through your contact list and identify who you can legitimately endorse or recommend. Do so only for people whose work you know well enough to vouch for professionally.
 - » Endorsements and Recommendations appear on both the giver's and the receiver's profiles. A great way to encourage others to consider endorsing or recommending you is to pay it forward.
 - » If you choose to actively seek Recommendations, consider asking only those who are in a position to know your work well. Be understanding if they are not comfortable providing one.
- Following companies of interest and joining groups are an easy way to start participating and stay current about issues and trends in your field. Most groups are information-focused though some may also post opportunities. Participate in discussions, comment on articles, announce professional events and ask.
 - » If you are a near graduate, start with Mount Royal's alumni group. Alumni are usually happy to connect with new graduates. Professional associations, volunteer agencies you may be connected with and industry groups related to the career you want to pursue are all good choices.
- For each group:
 - » Check 'Group Rules.' Asking for work and promoting or selling products/services is often prohibited.
 - » Tailor the frequency you prefer to receive information (preferences).
 - » Stay active. Comment on posts or professional events you have attended.
 - » If you share articles, add a short note to help others understand why they should read it. If you initiate a discussion, be sure to respond to individuals or the group.

Need more detailed directions? Consider having your LinkedIn profile critiqued by a Certified Career Development Professional at Career Services to ensure it supports your career goals most effectively.

For more information on volunteering, see tip sheet *Strategic Volunteering*, available in Career Services and online, mru.ca/careerservices/tipsheets.

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