

Your Personal Online Brand

Part of a series of presentations to help you
best prepare yourself for job hunting



Personal Online Branding

In today's digital world, as a job seeker, it is more important than ever that you:

- Have a personal web presence (LinkedIn, Google+, Twitter, Facebook)
- Portray the most professional image of you.

Fact!

70%

of employers have
rejected candidates
from information they
have found online

Source: Microsoft

Fact!

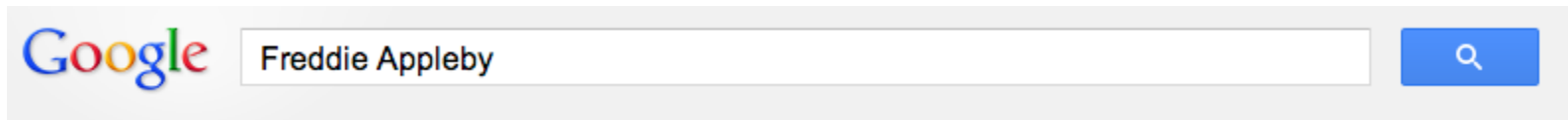
70%

of employers have rejected candidates from information they have found online

80%

of employers say that a positive online presence influences their hiring decisions

What is your current Online Brand?



- Type your name into Google (or any search engine) and have a look to see if you can find yourself
- If you do, think like a potential employer or recruiter
- Are you happy with what you have found?
- If not then fix it as soon as possible

Which is the best site to use?

- For job hunting, LinkedIn is probably the best system as it is designed to show all your professional experience and many recruiters use it to source candidates
- You could use Facebook or Google+ Build a separate professional page rather than combine with personal page
- You could create your own personal site

OK What should I do?

For the purpose of this presentation we will refer to sections found in LinkedIn profiles, however the same rules apply regardless of system you choose.



www.linkedin.com



plus.google.com

The Facebook logo, which is a dark blue rectangular box with the word "facebook" in white, lowercase, sans-serif font. A small registered trademark symbol (®) is located at the end of the word.

facebook®

www.facebook.com

MSKSearch
Consultancy

Use an Appropriate Photograph



Make sure you use an appropriate photograph.

You don't need to dress up or wear a business suit and tie.

Ensure the picture is a close-up i.e. head and shoulders. Double check there is nothing behind you



Customise your URL

Most online sites allow you to customise the URL or address of your personal page. This makes it a lot easier for recruiters to find and you can include it on your CV, email signature etc. for people to look at.

www.linkedin.com/in/freddieappleby

is a lot better than

www.linkedin.com/m/4374945765TFR456/w34

Make your profile Keyword Rich

- When writing your profile use lots of keywords
- Think about the words you would search with to find someone with the skills and experience you have and build them into your profile.
- Recruiters and employers use keywords to find their candidates, so make sure they can find you.

Link to your other online presences

Again, make sure they are appropriate and link to:

- Any professional blogs you write
- Professional Twitter and Google+ accounts
- Any published interviews or articles
- Appropriate activities and websites outside of work

It may also be worth linking to the websites of previous *high-profile* employers if you think it would help

Job History and Skills

- Ensure your job history is consistent with your CV
- Check all your skills are included and can be found including any skills you have acquired outside of your job
- Find people with a similar job to you and use their skills list as a point of reference.
- Similarly refer to the skills of people who have the job you aspire to to check for matches

References and Recommendations

- Include as many references and recommendations as you can from previous employers
- Make sure you have at least one for each employer
- References from managers are better than those from peers
- Include recommendations from suppliers and clients if you think they would help

Anything else?

- Add a video of yourself.
 - Record a video of about 2-3 minutes that best portrays your personality and presentation skills
- Link to your page whenever you can
 - Add your page to email signatures, business cards, any blogs or articles you write - get it out there
- Keep checking - refine your profile and keep it up to date - try to check it once a month

Can we help you?

MSK Search offers a number of services* to help you build your online profile.

- We can create and build it from scratch
- We can review your existing material
- We can help you with skills and references
- We can edit your video

Get in touch - we will be happy to help you*

*EXAMPLE - LinkedIn Profile pages created for £75 - contact us for a full quotation

Get in touch



Web: www.msksearch.com

Email: mybrand@msksearch.com

Twitter: twitter.com/msksearch

LinkedIn: www.linkedin.com/in/cathstrachan