

Managing Your Online Presence Quick Reference Card

What to do to manage your online presence / eBrand

With the growth of social media, many companies are now using social networking profiles to screen candidates; therefore, it is important to make sure your online presence tells the right story. Here are few tips on what to **do** and **not do** online.

What to do	What not to do
<ul style="list-style-type: none"> • Conduct research: <ul style="list-style-type: none"> – Use social networking sites to find more information about the companies, jobs and people with whom you are interested in connecting. • Make contact with people you want to connect with: <ul style="list-style-type: none"> – Introduce yourself through email, IM or a telephone call. – State the purpose for your contact. – Know the purpose of the contact — plan the discussion and have a focus. • Participate in virtual networking sessions: <ul style="list-style-type: none"> – Give your undivided attention. Shut down IM, outlook and other distractions. – Summarize and ask questions to demonstrate that you are listening. • Follow up: <ul style="list-style-type: none"> – Stay in contact once connected. Often staying connected online is easiest and preferred. 	<ul style="list-style-type: none"> • Post about work: <ul style="list-style-type: none"> – Employers are checking Facebook, Twitter, LinkedIn and other sites. If you post it, someone at work will probably see it. • Forget your privacy settings: <ul style="list-style-type: none"> – If you must post social photos, it’s always best to keep it hidden/restricted to certain groups. • Connect with everyone: <ul style="list-style-type: none"> – Quality is better than quantity — ask yourself two questions: “How can they help me?” and “How can I help them?” • Spend time on social networking sites at work: <ul style="list-style-type: none"> – Companies can monitor your time on networking sites. It’s particularly ill-advised if you’re hunting for a new job.

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Examples of appropriate online communication

Facebook

Acceptable timeline posts	Timeline posts to avoid
<ul style="list-style-type: none"> • Today my boss told me “he couldn’t have done the project without me.” It’s going to be a good week. 	<ul style="list-style-type: none"> • Hey, I’m going to put you down as a job reference. If you get a call, just say you were my boss.
<ul style="list-style-type: none"> • 10K this weekend ... super nervous, but feeling ready. Wish me luck. 	<ul style="list-style-type: none"> • Massive headache ... regretting the drinks last night. Praying for an easy day at work.
<ul style="list-style-type: none"> • Pretty much all moved in to our new office. Should be able to finish unpacking tomorrow. Excited! 	<ul style="list-style-type: none"> • I now have a longer commute thanks to my office moving AGAIN! Why can’t they stay put?

Twitter

Acceptable tweets	Tweets to avoid
<ul style="list-style-type: none"> • Excited to start my new job @BankofAmerica 	<ul style="list-style-type: none"> • After a tough week I’m looking forward to #ThirstyThursdays
<ul style="list-style-type: none"> • Looking forward to some well-earned vacation time in Cabo #vacationtime #beachdays 	<ul style="list-style-type: none"> • Look out Cabo here I come. #drinks #cigars #beachparty

LinkedIn

Acceptable posts	Posts to avoid
<ul style="list-style-type: none"> • Former military officer searching for a professional career in the financial service industry. 	<ul style="list-style-type: none"> • Anyone going out this weekend?
<ul style="list-style-type: none"> • Check out this great article in the Wall Street Journal ABC@WSJ.com 	<ul style="list-style-type: none"> • Great time relaxing all day Friday in the office to prepare for my weekend

