Social Media and Your Digital Reputation

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Presentation Objectives

• To discuss the importance of protecting your digital reputation

• To provide strategies for managing your digital reputation using social media and other technologies

• To demonstrate how to effectively use LinkedIn to market your skills and experience
Defining “Digital Reputation”

**Digital Reputation**: The online image you present through social media, blogs, websites, email, and mobile technology.

Why is this Important?

- The first impression is often what can be found online
- “Googling” as legitimate research
- Information found online can undermine your professional image, CV, and credentials
How Employers Use Social Media

- 70% of recruiters and hiring managers in the United States have rejected an applicant based upon information that they found online.

- 79% of hiring managers have used the Internet to better assess applicants.

- However, social media sites provide information that an employer would (and should) never request during an interview: race, religion, age, gender, national origin, disability, sexual orientation and political leanings.
Shape Your Online Presence

- Provide a positive and professional view of your character
- Demonstrate your skills and accomplishments
- Share your knowledge with colleagues
- Market your expertise
- Gain a competitive edge in the job market
Controlling Your Image

Anything you post online!
What is LinkedIn?

- LinkedIn is a Professional Networking Online Site
  - Originally created as a way to find “experts”

- 100 million users from 200 countries; 27% of users are HR Recruiters or Managers
  - 1 million new users every week!

- Executives from all Fortune 500 companies are members
How Employers use LinkedIn

- To identify candidates with specialized skills
- Keyword searching
- To maintain networks of current and former employees
- To send messages to potential candidates
• Online demo of LinkedIn
Do’s and Don’ts for Your Profile

**DO**

- Complete as close to 100% as possible
- Create a *Summary* to highlight your skills
- Add a professional looking headshot
- Include details of your past *Work Experience* or *Education* in “Resume Language”

**DON’T**

- Have errors or spelling mistakes
- Make up or embellish your *Summary* or *Specialties*
- Include personal information you do not want employers to know (i.e. martial status, birthday)
Recommended LinkedIn Groups

- Northwestern University Alumni (22,000+ members!)
- Northwestern University Career Services
- McCormick School of Engineering
- McCormick Office of Career Development
- Academic Department Groups
  - Lab Alumni Groups
- Industry-specific Groups
- Subject Matter Groups
- Professional Organization Groups
Best Practices

• Google yourself!

• Be careful who you “friend”

• Think about what you share

• Promote your knowledge, skills and expertise

• Join relevant LinkedIn Groups
Questions?
Upcoming UCS Events

• Backpack to Briefcase: September 21st-October 6th
  – A series of workshops designed to prepare graduating students for the Full-time Job Search.

• One Stop Career Fair Prep: Monday, September 26th
  – Full-service event for resume reviews and advice for Career Fair success. @Norris, Louis Room 1-4 PM

• Fall Career Expo: Tuesday, September 27
  – @Norris, Louis Room 12-4 PM

• Job Search for Graduate Students: October 6
  – Resources and strategies for the non-academic job search. @Seabury, Graduate Commons 12-1 PM
University Career Services

Main Office

620 Lincoln Street
847-491-3700

Career Lab (Walk-ins Thursdays & Fridays Only)
Core Reserve
Main Library, 2nd Floor North

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Facebook www.facebook.com/northwesternucs
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