

# Building Your Online Presence

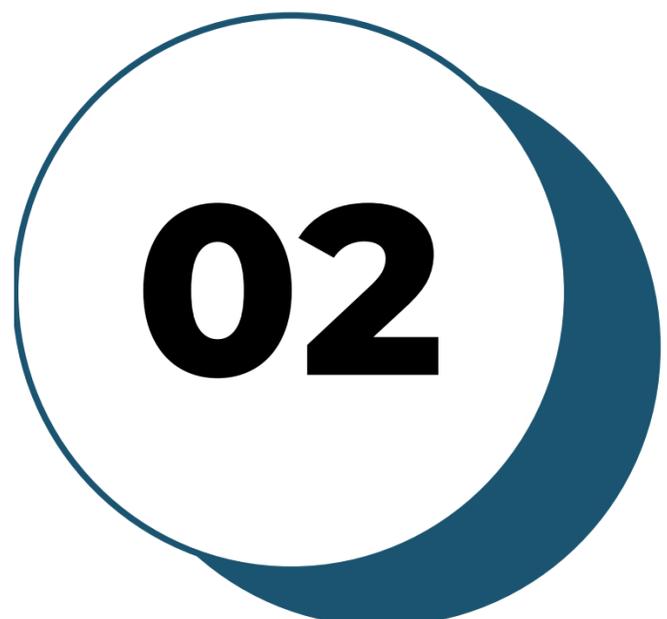
TO SUPPORT YOUR JOB SEARCH  
EFFORTS



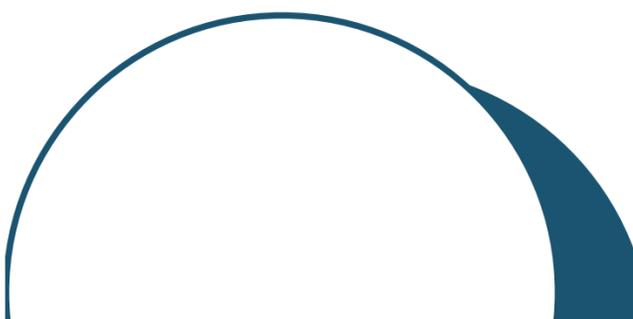


# Support Your Job Search Efforts

- When your outbound efforts work, the next step in the process is a company researching you.
- Building your online presence will legitimize your skills and credibility.
- Remember, your online brand will rarely bring a job to you, but it will support your expertise for a specific role.



**02**



# 03

# LinkedIn

## UPDATE YOUR PROFILE

Make sure your profile is up to date with your current and past experience.

You should have a statement about your leadership style with key words in your 'About' section.

## GET + GIVE ENDORSEMENTS

Endorsements are a great way for people to see how others have enjoyed working with you in the past.

## JOIN INTEREST GROUPS

Interest groups on LinkedIn are a great way to expand your network in the industry or field of your choice. If you join a group, actively engage and participate.

## DO YOUR RESEARCH + CONNECT

Use your target list as a base to do research. Find people in your current network who have a connection into those companies. Research individuals who work at those companies + connect. Always send tailored messaging.

## REACH OUT AFTER APPLYING

Use LinkedIn to try to find the hiring manager of the role and reach out with a tailored message. This is a sales touch for you!



# BE FOUND BY RECRUITERS

## **SUMMARY SECTION**

Make sure you have keywords related to your function here.

## **BULLET POINTS**

Your experience bullet points should highlight the most important functions of your roles. P&L, strategic growth, etc.

## **PROFESSIONALISM**

Is your photo a professional head shot? Do you have proper grammar? Is your profile complete?

# Create + Engage With Content



Write LinkedIn articles on industry trends and share them on your profile.



Start a blog on a topic related to your industry that you are well-versed on.



Share video clips from speaking engagements.



Don't have video clips? Create short :30 video clips on a relevant topic of your choice.



Share, like, and comment on others posts that are relevant to your industry. This boosts your profile to the top of your followers feed.

# 05

# Don't forget about the rest of the internet.

## 06



### PERSONAL SOCIAL MEDIA

Are you on Facebook, Instagram, Twitter, etc? Use those profiles to amplify your messaging and show your personality.

Remember, people use these as a research tool to get to know you.

Want to keep it personal? Make your profiles private.



### GOOGLE SEARCH

Have you ever Googled your name? You should. See what the first page of your search results are. Not too impressive? Write and post articles, share video content, share non-proprietary presentations, etc.



### PERSONAL WEBSITE OR PORTFOLIO

Companies like SquareSpace and Wix have made the process of creating a personal website simple. Want to bolster your Google search results? Make a website! Control the content so that it's tailored to past and current work, industry trend articles, videos, samples of your creative portfolio, and your professional bio.



# It's all about building your brand.



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Your online presence is there to support who you are as a subject matter expert in your space, as a leader, and as a potential culture fit to a future employer.

