MANAGE YOUR ONLINE PRESENCE

What is your Online Presence?

▸ Your online presence is your personal **image** or brand online. It is the sum of all the information available about you on the web.

▸ It is information that you post about yourself and information that others post about you with or without your knowledge and consent.

▸ It is **you at your best**, announcing your personal and professional achievements.

▸ It is your **"digital dirt"**, or the unflattering photos and information about you.

Did you know...

45% of recruiters eliminate candidates based on what they find in search engines

Why is it important now?

Law students prepare to enter a profession where professional reputation and ethical behavior are paramount. Now is the time to **take control** of your online presence. Later, use it to your advantage as a student, as job seeker and as an attorney.

IN YOUR FIRST YEAR	IN YOUR SECOND YEAR	IN YOUR THIRD YEAR
Checklist:	Checklist:	Checklist:
☐ Vanity Searching: Know what's out there	☐ Create your professional persona	☐ Use your new online persona in your job hunt
☐ Privacy Settings	☐ Create professional content	☐ Refine your online portfolio
☐ Change your MO	☐ Create a professional website or e-portfolio	☐ Use your web knowledge as a skill in the workplace

ILs: Know What is Out There

IN YOUR FIRST YEAR, LEARN TO THINK LIKE A LAWYER BEFORE YOU SHARE

Ellen Jones, J.D. of the NALP's E-Professionalism and Social Networking Group gives you the guideposts as 3 Ps: Profile, People and Presence.

Profile: Chose your photo wisely, never post a photo you wouldn't want a prospective employer to see. Chose your privacy settings carefully and pay attention to the "things others share" settings on Facebook.

People: Chose friends wisely. Separate your personal and professional lives in two different tools. Facebook = Personal, LinkedIn = Professional.

Presence: Think before you post. Spelling counts. Set email alerts to notify you of new postings to you profile or feed so you can respond or remove quickly.

Resources:
- ✓ Ellen Jones, *Facebook for Law Students: Making Friends (But Protecting Your Professional Reputation)*, NALP, http://bit.ly/OQBVIX
- ✓ Dianne M. Timm & Carolyn J. Duven, *Privacy and Social Networking Sites*, 124 New Directions for Student Services 89 (2006), DOI: 10.1002/ss.297
- ✓ Tracy Evans & Gwen Ferrel, *Managing Your Digital Dirt*, NALP, http://bit.ly/OQC3rl
- ✓ Microsoft Corp., *Take Charge of Your Online Reputation*, Microsoft Safety & Security Center, http://bit.ly/OQzXYX

NUMBERS

Recruiters that check search engines

78%

Recruiters that check social media sites

63%

Companies that have fired some for abusing social media

8%

2Ls: GET CREATIVE

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Create a personal brand

✱ Create your personal brand and professional persona online.

✱ Create a presence in social media that is strictly professional. Join LinkedIn if you haven't yet or revamp your profile as a future attorney. Create a twitter account, blog or other platform dedicated to convey the appropriate message about your professional interests and aspirations.

Create professional content

✱ Create content that contributes to your designed professional image and avoids the pitfalls for sharing your personal life online.

✱ Take this chance to showcase your academic and professional interests. Show prospective employers that you have a valuable contribution to make in your desired field.

LINKEDIN

Make your profile stand out.

Add a professional photo, personalize your vanity URL, choose your headline carefully.

Pro Tip: Check out profiles of lawyers you admire in the jobs you want for guidance.
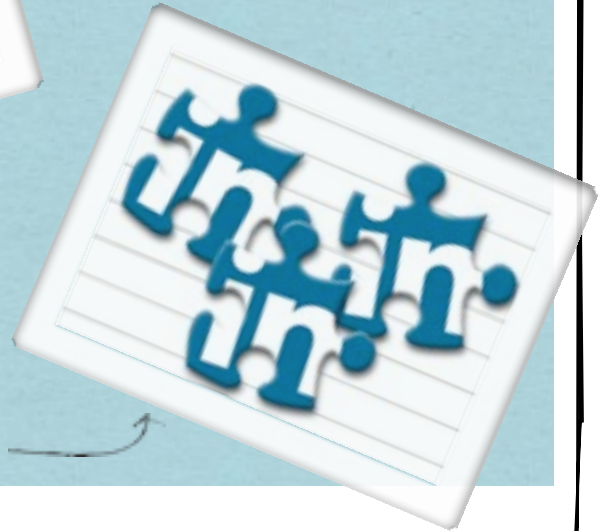
Connect and Engage

When connecting, personalize the invitation instead of using the default, join groups, and post interesting items related to your practice area.

Pro Tip: if you have a professional Twitter account link it to your LinkedIn profile.

Resources:
✓ Chandlee Bryan, *Creating an Online Persona*, University of Pennsylvania Career Services, http://bit.ly/QSwHHD
✓ David Brooks, *Should Graduate Students Create E-Portfolios?,* The Chronicle of Higher Education (Nov. 22, 2011) http://bit.ly/TPAVE1
✓ Marina Sarmiento Feehan, *LinkedIn: Facebook for Lawyers*, NALP, http://bit.ly/OQC4vO
✓ Robin Kear, *Digital Dossier: Manage Your Online Presence and Use Web Tools Effectively*, pitt.libguides.com, http://bit.ly/OQxD46
✓ Simon Chester & Daniel del Gobbo, *Social Media Networking for Lawyers: A Practical Guide to Facebook, LinkedIn, Twitter and Blogging,* 38 Law Practice Magazine, http://bit.ly/OQDwyn
✓ Valerie Forrestal, *Social Networking for Success: Branding Yourself Online*, S.C. Williams Library Resource Guides, http://bit.ly/OQxRbw

CREATE AN E-PORTFOLIO

✱ Create your own **digital dossier** rather than allow everything else, like Facebook, Twitter, and ancient online postings, to represent you and and your work. An e-portfolio done well will outrank all the other stuff in the google rankings.

✱ Get started by featuring your current resume, your best academic work and a statement about your professional aspirations.

✱ You don't have to be a web design pro to create an e-portfolio. Try free options at Wordpress.com, Google Sites, or Wix.com, or go simple with a personal landing page from Flavors.me

Need help? Come see us! Andy Briggs at briggsja@wlu.edu or Stephanie Miller at millersc@wlu.edu

NUMBERS

48%

recruiters and HR professionals that refer to *personal websites* when deciding to hire

3Ls: Use Your New Online Presence in the Job Market

What you know about web presence and privacy is now an added skill

▸ Your understanding of online privacy and web presence is a new asset as attorneys being working in the cloud and asking important questions about privacy and ethics.

▸ Creating and maintaining a professional online presence, including a e-portfolio, shows potential employers that you know

PUT YOUR E-PORTFOLIO TO WORK

✳ Give potential employers more than a resume by including the URL to your e-portfolio on your application submissions.

✳ The options for content are endless. Share a professional philosophy, showcase your best writing samples, include videos of your moot court participation.

✳ Include an invitation to connect on LinkedIn or follow your professional Twitter feed or blog.

✳ UPDATE, UPDATE, UPDATE! Keep your content fresh and current. Do not point potential employers to an e-portfolio with an outdated resume, an abandoned Twitter account or a blog with no recent posts.

Resources

✓ Dan Schawbel, *5 Reasons Why Your Online Presence Will Replace Your Resume in 10 Years*, Forbes (Feb. 21, 2011) http://bit.ly/Rw2fJY

✓ Alexis Grant, *How Job Seekers Can Build Their Online Brand*, US News and World Report, (Jan. 18, 2011), http://bit.ly/OQy52m

✓ Rachel Emma Silverman, *No More Resumes, Say Some Firms*, Wall Street Journal (Jan. 24, 2012), http://on.wsj.com/OQzzd7

✓ William Arruda & Kristen Dixson, *Build Your Brand in Bits and Bytes*, ChangeThis.com, http://bit.ly/OQCPVR

<u>Resources</u>   Access links to all these resources on bit.ly here: bit.ly/SiQ9l5

Dan Schawbel, *5 Reasons Why Your Online Presence Will Replace Your Resume in 10 Years*, Forbes (Feb. 21, 2011) http://bit.ly/Rw2fJY

Chandlee Bryan, *Creating an Online Persona*, University of Pennsylvania Career Services, http://bit.ly/QSwHHD

Robin Kear, *Digital Dossier: Manage Your Online Presence and Use Web Tools Effectively*, pitt.libguides.com, http://bit.ly/OQxD46

Valerie Forrestal, *Social Networking for Success: Branding Yourself Online*, S.C. Williams Library Resource Guides, http://bit.ly/OQxRbw

Alexis Grant, *How Job Seekers Can Build Their Online Brand*, US News and World Report, (Jan. 18, 2011), http://bit.ly/OQy52m

Ellyssa Kroski, *How to Create & Manage Your Online Presence*, PowerPoint presentation, http://slidesha.re/OQzhmz

Rachel Emma Silverman, *No More Resumes, Say Some Firms*, Wall Street Journal (Jan. 24, 2012), http://on.wsj.com/OQzzd7

Microsoft Corp., *Take Charge of Your Online Reputation*, Microsoft Safety & Security Center, http://bit.ly/OQzXYX

David Brooks, *Should Graduate Students Create E-Portfolios?,* The Chronicle of Higher Education (Nov. 22, 2011)

Ellen Jones, *Facebook for Law Students: Making Friends (But Protecting Your Professional Reputation),* NALP, http://bit.ly/OQBVIX

Marina Sarmiento Feehan, *LinkedIn: Facebook for Lawyers*, NALP, http://bit.ly/OQC4vO

Tracy Evans & Gwen Ferrel, *Managing Your Digital Dirt*, NALP, http://bit.ly/OQC3rl

Sandra P. Buteau, *Selected Articles Related to Social Networking, NALP,* http://bit.ly/OQCPVR

William Arruda & Kristen Dixson, *Build Your Brand in Bits and Bytes*, ChangeThis.com, http://bit.ly/OQCPVR

Simon Chester & Daniel del Gobbo, *Social Media Networking for Lawyers: A Practical Guide to Facebook, LinkedIn, Twitter and Blogging,* 38 Law Practice Magazine, http://bit.ly/OQDwyn

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