

Social Media and Your Digital Reputation



NORTHWESTERN
UNIVERSITY

Kamilah McCoy






Associate Director for
Graduate Student Services

Thy Nguyen

Associate Director
McCormick Office of Career Development



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



Online Comments

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. marital status, birthday)

Recommended 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

Web www.northwestern.edu/careers

Facebook www.facebook.com/northwesternucs

Twitter <http://twitter.com/northwesternucs>

LinkedIn Northwestern University Career Services Group

Blog <http://northwesternuniversitycareerservices.wordpress.com>

