

Deloitte.

Alumni



Your Digital Brand

A career development webinar for
Deloitte alumni

Fall 2020



**MAKING AN
IMPACT THAT
MATTERS**
since 1845

Alumni communications

Staying connected to Deloitte



www.deloitte.com

Search “alumni” to access all alumni programming and resources in a central location.



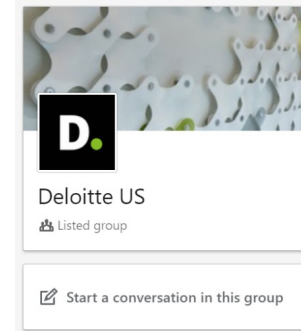
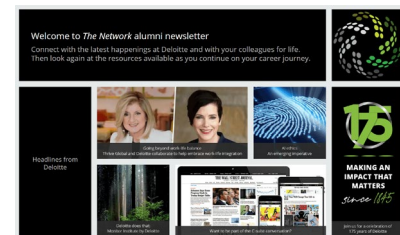
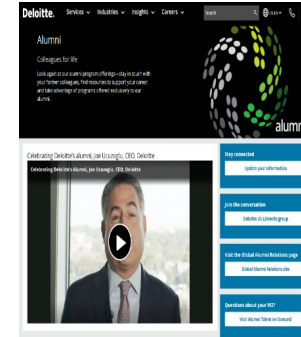
Email

Receive newsletters, event invitations, and more. Update your contact info on the [deloitte.com alumni page](#).



Deloitte US LinkedIn group

Engage with fellow Deloitte alumni and current professionals by joining the [Deloitte US](#) LinkedIn group.





Developing and supporting alumni

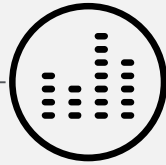
Career support



Marketplace Jobs: find a job, post a job

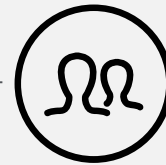
Uncover leads with our [Marketplace Jobs dashboard](#), full of open opportunities from organizations seeking candidates with valuable Deloitte experience.

Or, if you're seeking high-caliber talent to fill a role on your team, you can easily post a job at no cost.



Career development webinars

Led by experienced career coaches, the [career development webinar series](#) focuses on topics spanning the entire job search lifecycle, from creating a standout resume to offer review and salary negotiations.



Virtual coaching and networking

Engage in one-on-one text chat sessions with experienced career coaches during quarterly [virtual career coaching and networking events](#). Topics include resume and social media profile development and interview preparation and is also an opportunity to network - via text chat - with fellow alumni.



On demand resources

Explore the suite of tools and coach perspectives available on-demand. Whatever your career objective, we provide [career development resources](#) to help you meet your goals.

Company resources

Extending perks to alumni



Business insights

Subscribe to receive the latest business insights, analysis, and perspectives from [Deloitte Insights](#), and explore the [Dbriefs webcast series](#) and earn CPE from the comfort of your desk – for free!



Company discounts

Discounts traditionally reserved for employees are available to our alumni via the [Alumni Perks program](#). First time code: Alumni.



Well-being resources

Tap into Deloitte's [empowered well-being resources](#) that support emotional and physical well-being, including the [WorkWell podcast series](#) with insights to embed well-being into your day.

Agenda

Defining A Digital Brand

Developing Your Digital Brand

Articulating Your Digital Brand: Social Media Platforms

- LinkedIn
 - Instagram
 - Facebook
 - Twitter
-

Digital Takeaways

Q&A

A personal brand is the total experience of someone having a relationship with who you are and what you represent as an individual.



Write down the **top five things** you would expect others to have in **their experience of having a relationship with you.**

Write down three things you **value**.

I am a career and transition coach who is approachable, easy to connect with and do my best work collaborating with others. I live with integrity and continually try new things and test new ideas. I help others get things done and don't lose sight of their, and my own, well-being in the process.



Articulating Your Digital Brand: Social Media Platforms



How could a digital brand help you stand out?

Employers actively use social media platforms to advertise jobs and connect with a target candidate audience.

The Statistics Don't Lie

- **94%** of professional recruiters network on social media and use it to post jobs.¹
- **75%** of potential hires aren't actively searching. Recruiters use social to reach passive candidates.¹
- **70%** of hiring managers say they've successfully hired with social media.¹
- **89%** of companies plan to recruit on social media.¹



¹ <https://www.betterteam.com/social-recruiting-tips>

The evolution of LinkedIn

From small professional networking site to one of the largest social networks across the world.

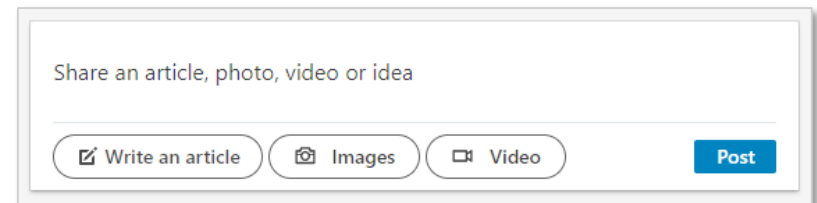
2003/ **LinkedIn launches**
User growth as small as
20 sign ups a day

2006/ **Launch of public profiles**
5 million users

2020/ **Today**
660+ million users
Average of 400
connections per user

What you can now do on LinkedIn

- Share photos and videos
- Write a blog post
- Able to use the #



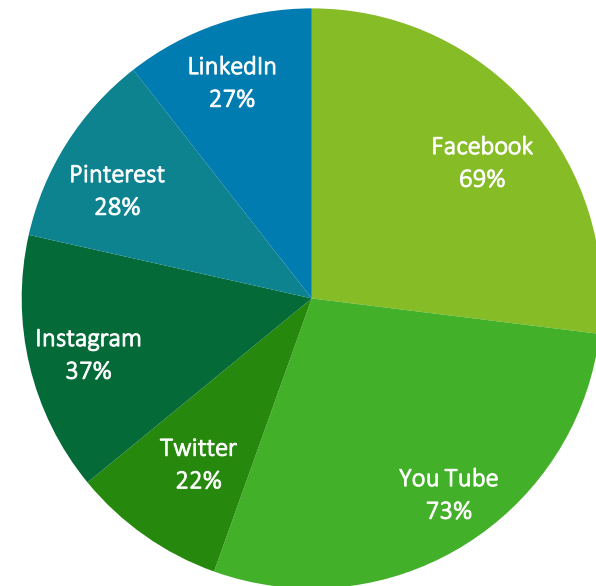
Share an article, photo, video or idea

Who is using LinkedIn?

Over one quarter of adults in the US are using LinkedIn as one of their social channels.

- Over 146 million workers in the U.S. have a LinkedIn profile ¹
- 3 million users share content on LinkedIn weekly ¹
- Over 3 million jobs are posted on LinkedIn every month ³
- Over 75% of people who changed jobs used LinkedIn to inform their search ²
- Two new members join LinkedIn every second ⁴

American adults online - % usage of different social channels ⁵



1 <https://expandedramblings.com/index.php/by-the-numbers-a-few-important-linkedin-stats/>

2 https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/c/pdfs/Ultimate-List-of-Hiring-Stats-v02.04.pdf

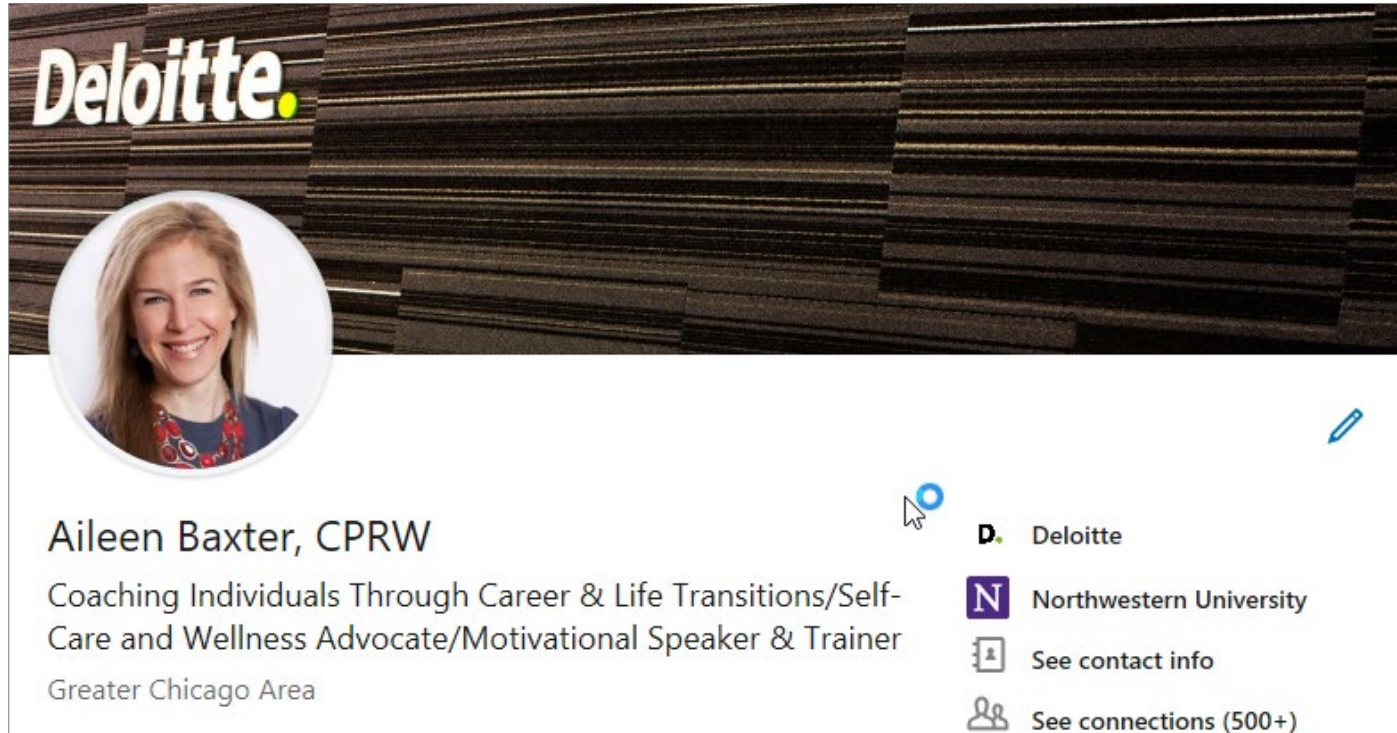
3 <https://economicgraph.linkedin.com/resources/linkedin-workforce-report-february-2020>

4 <https://www.omnicoreagency.com/linkedin-statistics>


5 <https://www.pewresearch.org/internet/fact-sheet/social-media/>

Your LinkedIn profile picture

Putting your best 'face' forward



Deloitte.



Aileen Baxter, CPRW

Coaching Individuals Through Career & Life Transitions/Self-Care and Wellness Advocate/Motivational Speaker & Trainer

Greater Chicago Area

D. Deloitte

N Northwestern University

See contact info

See connections (500+)

Photo tips

- Professional photo OR headshot
- Avoid distracting backgrounds or cropped photos
- Smile – appear approachable and friendly
- Change your picture when your look changes



Your profile: This is what you can create...

The making of a LinkedIn profile

- Your name
- Your headline
- Current position
- Education
- Location
- Industry
- Summary
- Media

Deloitte

Aileen Baxter, CPRW

Coaching Individuals Through Career & Life Transitions/Self-Care and Wellness Advocate/Motivational Speaker & Trainer
Chicago, Illinois

D Deloitte
N Northwestern University
See contact info
See connections (500+)

Add profile section ▾ More...

Accomplished career coach providing outplacement services for one of the largest professional services firms. Extensive corporate and agency (contingency and retained) recruiting experience with the ability to offer clients valuable insight into the career transition process. Understands the unique value each client brings to the marketplace and vested in helping them find a new opportunity that fits within their short term and long term goals. Certified Professional Resume Writer (CPRW), Certified Brain-Based Success coach and Myers-Briggs certified coach.

Key Areas of Expertise: career coaching, outplacement services, technical recruiting, training, professional development, talent strategy, Certified Professional Resume Writer, K-12 Illinois teaching certificate

Show less ^

A few headline examples

An okay headline

CEO | Video production company



A more interesting headline

Helping recruitment teams attract talent through workplace media

Director of fundraising



Grassroots fundraiser, organization builder and social change advocate

Project manager



I streamline chaos so others can shine

Share your own content and posts


Follow these leading practices to customize your content.

What may work best

- Mention someone using @ - draw more attention to your post
- Use hashtags – you can now search and be discovered by hashtags on LinkedIn
- Share videos or images – share something that is happening in real time!
- Check your privacy settings before you post – make sure your content is going to the audience you want it to (Public vs. Connections)

Your Articles & Activity


1,217 followers | [Manage followers](#)



Is Modern Technology Increasing Our Collective Anxiety?


Aileen Baxter, CPRW on LinkedIn

[See all articles](#)




Career Transition Tuesday! Create an elevator speech that is targeted, unique

member_



Career Transition Tuesday! Many job seekers are overwhelmed with the thought

member_



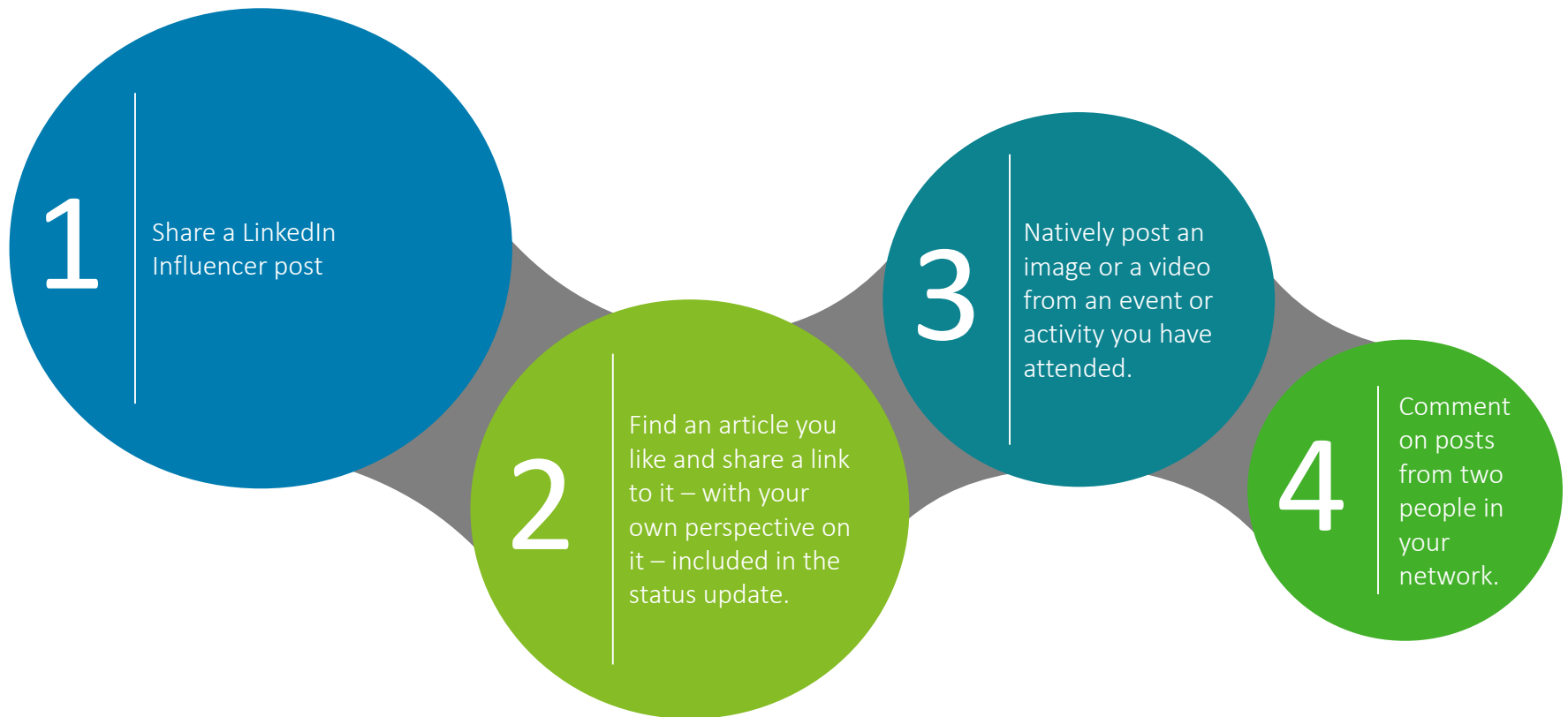
Great upcoming networking events for Chicagoland job seekers --

member_

[See all activity](#)

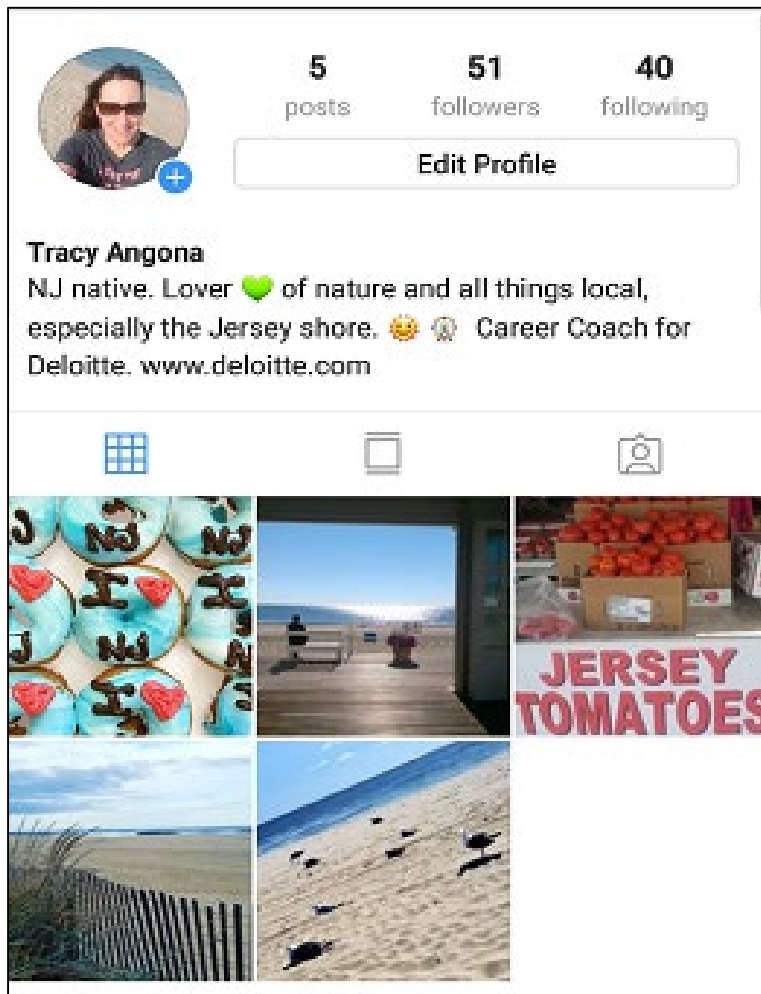
Choose your own posting adventure

Try something new! Use one of these four ideas to add value to LinkedIn this week.



Build Your Brand on Instagram

Learn about cultures & openings at companies of interest



Instagram profile for Tracy Angona. The profile shows a circular profile picture of a woman with sunglasses. To the right of the picture are statistics: 5 posts, 51 followers, and 40 following. Below these is an 'Edit Profile' button. The bio reads: 'Tracy Angona NJ native. Lover of nature and all things local, especially the Jersey shore. Career Coach for Deloitte. www.deloitte.com'. At the bottom of the profile are icons for a grid, a camera, and a profile picture.



Instagram post from lifeatdeloitteus. The image shows two people, a woman and a man, smiling and posing for a photo. They are wearing white t-shirts with 'Deloitte' and 'IMPACT' written on them. The woman has 'IMPACT' written on her arm. The background is a festive indoor setting with balloons. The caption reads: 'lifeatdeloitteus Friday is #ImpactDay! Together, we help tackle community and societal challenges on our annual day of service—and year-round. Click the link in our bio to take a deeper look at how our Deloitte professionals make an #ImpactThatMatters. #volunteerism #communityservice #purpose #givingback #cultureofpurpose #WednesdayWisdom milasaveleva_ It is so great! clairec.jc @wandiwahaha @sidili1 janitu @sandratikii y yo mañana sandratikii @janitu nos faltan más stickers en la frente sorora This is my absolute favorite Impact Day picture of all times'. The post has 379 likes and is dated June 6.



Instagram post from lifeatdeloitteus. The image shows a group of five people standing in front of a large 'Deloitte' sign. They are wearing white t-shirts with 'Deloitte' and rainbow sashes. The background is a green wall with a jagged cutout. The caption reads: 'lifeatdeloitteus • Following lifeatdeloitteus Leading from the front. Special shout out to our Leadership Team including Deloitte Consulting LLP Chairman and CEO, Janet Fouty, for talking the talk and walking the walk with us today through Chicago! #DeloittePride miltonalpfawc Awesome. Thank you Janet for your support. This type of leadership is what makes Deloitte the best place to work and build a career. Greetings from Deloitte consulting LA. kate.liebelt What a great looking group!!! #loveislove #pride2018 #pridechicago fundica_ Amazing shot! itismisa This awesome! We should celebrate at all parades around the world.' The post has 379 likes and is dated June 6.

Insta-etiquette

DO



- Be consistent
- Focus on engagement, not number of followers
- Use natural light in your photos
- Curate your content
- Embrace holidays, special events, and themed days
- Experiment with what you post and when you post
- Comment on other accounts posts and create a relationship

DON'T



- Be spammy and post way too much
- Abuse hashtags or use unrelated or inappropriate ones
- Ask people to follow you
- Like every photo
- Be afraid to be creative
- Give into gimmicks
- Write long, lengthy captions

Facebook

Recruiting Statistics

- Nearly 2.5 Billion monthly active Facebook Users
- Many recruiters have started using Facebook to look for candidates
- Company pages shared on Facebook

Protect your brand - Consider the following:

- Not primarily geared toward professional
- Watch what you post
- Stay away from “politics and religion”
- Photos: keep them clean!
- Limit your personal information
- Check your wall frequently and delete inappropriate posts
- Use a pseudonym for your profile

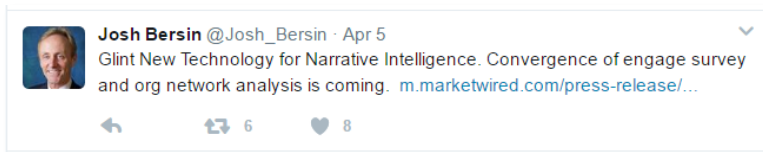


Twitter is a fast-paced, easy way to connect with people and organizations. People use Twitter for many different reasons and the channel facilitates real-time interaction.

Insights



Microblogging



Event chatter

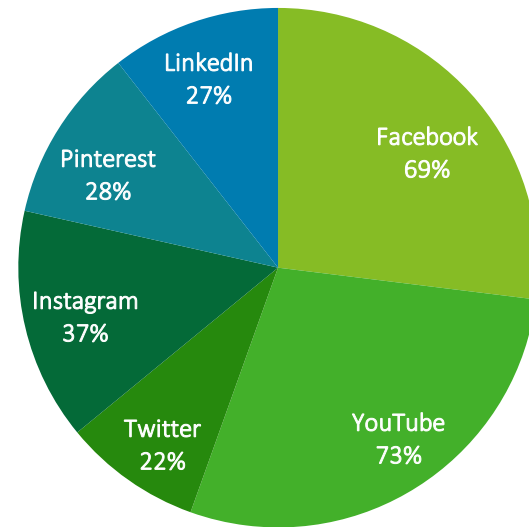


Who is using Twitter¹?

Almost one-quarter of adults in the US are using Twitter as one of their social channels.

- 38% of online adults ages 18-29 and 26% of online adults ages 30-49 are using Twitter
- 80% are millennials
- Roughly 42% of users are on it daily
- 80% access it on their mobile device
- An estimated 500 million tweets are sent every day

American adults online - % usage of different social channels



Source: [Pew Research Center](#)

¹<https://www.omnicoreagency.com/twitter-statistics/>

#Hashtag

A simple way for people to **search for tweets** that have a **common topic** and to **begin a conversation**.

The making of a tweet

Tips for ensuring your content has impact and engages your network.

The image shows a tweet from Deloitte US (@DeloitteUS) with the following text: "Learn more about #TeamDeloitte's @BradSnyderUSA as he competes this week in the #ParalympicTrials." Below the text is a video player showing a person's hands on a racing steering wheel. The video player includes a progress bar at 0:18 / 3:11 and a URL "Visit www2.deloitte.com".

Call to action

Tags relevant handles

1-3 hashtags

Contains a video aligned with our brand

Wrapping Up: Digital takeaways

Be confident, clear and human.

Confident

- Have a clear point of view. Be direct and confident when expressing it
- **Look for attention-grabbing insight. Avoid clichés and sound bites**
- Connect directly with topical and important issues
- **Use brevity to make an impact**
- Write to provoke thought and arouse intrigue

Clear

- **Fewer words create more impact**
- Avoid ambiguity. Be clear on your theme and focus on it
- **Use simple, direct language without unnecessary jargon or technical terms**
- Edit again. You can always make it clearer still

Human

- What are the issues? What matters most to your audience?
- **Write as you are talking to someone. Use familiar words and an informal tone**
- However big the topic, look for the human story

Please join us for future alumni career-development webinars
and listen to earlier recordings at your leisure



Visit www.deloitte.com, search “alumni” and click on “career development tools”



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