



Establishing digital and workplace presence

## What you will learn


### At the core of the lesson

You will learn how to:


- Describe digital presence and why it's important
- Build your digital presence by using social media tools
- Describe workplace presence and how it relates to digital presence
- Build a profile on a social network
- Explore other tools that you can use to build your digital presence

### Key terms

- Social media
- Online privacy
- Code of conduct
- Digital presence
- Workplace presence



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1. Social media refers to websites and applications that are designed to enable people to share content quickly, efficiently, and in real time.
2. Online privacy is the level of privacy and security that's applied to personal data published on the internet.
3. A code of conduct is a description of the rules, values, ethical principles, and vision of an organization. It provides an organization's staff with standards and expectations of how to do their job.
4. Digital presence is the way that a person or company appears online.
5. Workplace presence is the way that you present yourself, behave, and interact with people in the workplace.

## Digital presence

### What is a digital presence?

Your digital presence is all the information about yourself on the internet, which includes:

- Profiles on Facebook, Instagram, Snapchat, LinkedIn, and other social networks
- Photos of you that are posted online by you or anyone else
- Anything that you have written or that is written about you on blogs, forums, and other places

## Digital presence, continued

### Why is it important?

- You can use it to grow and strengthen your network.
  - You can connect to fellow professionals or experts by using social networks and joining discussion forums.
- You can showcase your skills and experience to your network and contacts.
  - You can support others by accepting them in your network, answering questions, and sharing posts about upcoming events.

## Digital presence, continued

### Why is it important in the hiring process?

- Social media is used by human resources (HR) managers and recruiters to recruit new hires.
- HR professionals use company websites and social media accounts to post and promote job openings.
- HR professionals search actively for job candidates on social networks.
- During the interview process, a candidate's digital presence is often checked to see the kinds of topics that an individual posts, or what other people post about them.

Approximately 85 percent of open positions are filled through networking.

Be aware that many employers actively use social media to screen candidates during the hiring process. Companies might also use social media to check their current employees.

## Digital presence, continued

### Social media tools

#### LinkedIn

- A social network that's focused on professional networking and career development.
- You can use it to display your resume, search for jobs, grow your professional network, and learn about news and developments in professional areas of interest.
- It's often considered to be an important professional online networking platform.

#### Twitter

- A platform to share short notes and messages.
- You can use it to post about your work, skills, goals, ambitions, and professional interests.
- The site enables you to follow your professional network and contribute to professional discussions online.

## Digital presence, continued

### Social media tools

#### Facebook

- Social network used to stay in contact with your personal and professional network.
- You can use it to post informative articles, share events and activities you will attending, and join community or network groups.

#### Instagram

- Social network to share pictures and images with your professional network.

## Current online presence

### Check your digital presence

- What does your digital presence currently contain? Have you ever used a search engine to search for your name?
- The search engine will return what others see when they search for your name (and employers will search for your online presence).
- It's unlikely every item returned will relate to you, but some of the results might be about you.
- You should be aware of the online information that an employer might about you.
  - Change your privacy settings for your social media accounts, if needed.



## Privacy and online presence

### Protecting your privacy online

- When you share a message, photo, or video online, you might not be aware of where it goes or how it other people might use it.
- You can protect your privacy online by changing your privacy settings –
  - Limit the personal information that you share online. Never openly share your government ID information (such as a U.S. Social Security number) or other meaningful account numbers.
  - Avoid using passwords that someone could guess based on information that you share on social media (such as your pet's name, your favorite sports team, your hometown, and so on).
  - Use two-factor authentication (2FA) or multi-factor authentication (MFA) when you can.
  - Avoid using the same password twice.
  - Use a password vault that generates strong passwords.

Online privacy is the level of privacy and security of personal data that's published through the internet.

Sharing information online can increase the risk of that information being used in an unauthorized way, including unauthorized users who try to access your accounts. Sharing personal information online can create opportunities for identity theft.

## Online presence of companies

### Introduction

- A company can also have a digital presence. Companies manage their digital presence to influence how customers perceive them.
- A company's online presence helps:
  - Consumers or customers find the company.
  - Showcase a company's products or services.
  - Establish and maintain the company's relationship with potential and existing customers.
  - Promote company brands, beliefs, and image.
- To maintain consistency in messaging and marketing, companies often set up online social media or marketing guidelines for employees to follow.

Company social media policies often limit how and where the company logo is used. They might also provide templates or standard language that should be used for sharing information.

## Building your online presence: Individual activity

### Creating a professional profile on a social network

- Individual activity
- Time: 30 minutes
- Activity
  - Create a social network account online
    - » Refer to the *Digital Presence Resume* handout as needed
  - Add a profile picture of yourself that's clear, at a good resolution, and shows who you are
  - Add your education
    - » Don't forget the AWS re/Start program!
  - Add your work experience
  - Add a biography that contains 2–3 sentences about who you are and what you do

## Building your online presence: Individual activity, continued

### Creating a professional profile on a social network

- Start building your presence by –
  - Finding people who you know from your professional network, and connecting with them.
  - Liking and posting articles and other professional content that you find interesting.
- Evaluation
  - Write your results on the whiteboard.
  - The class will discuss them briefly.

## Workplace presence

### Code of conduct

- The main purpose of a code of conduct is to set and maintain a standard for acceptable behavior to all stakeholders in a company.
- It reminds employees of the behavior and values that the company expects from them.
- The code of conduct emphasizes that employee actions should be always aligned with the ethos of the company.

#### [AWS Community Code of Conduct](#)

- These rules also apply to what you should and shouldn't do in your online presence.

Choose the following link to access the [AWS Code of Conduct](#).

## Key takeaways

### Digital presence

- Having a strong digital presence will help establish who you are professionally to your network.
- Your digital presence will influence the impression that employers have of you.
- Posting, reading, and sharing updates and professional articles on social networks can help you grow your network and find jobs.
- Manage your privacy settings to control who can see what.
- Keep your online presence current by updating your work history, adding training or volunteer work, and sharing posts or publishing content that's relevant to your field.
- Building an online presence takes time and consistent attention.