* Before diving in, search yourself online to see if your digital presence reflects the professional image you want to convey
* Put yourself in an employer’s shoes: would anything online make them hesitate to hire you?
* Your online presence is your personal brand—make sure it sends the right signals
* Employers look for:
  + A personal brand and identity aligned with the company and target industry
  + Relevant projects showcased, especially on professional networking sites
  + Clear explanations of your role and measurable results
  + If limited experience, highlight volunteering or personal projects with real impact and skills developed
* On social platforms:
  + Beyond liking/reposting, engage actively by commenting and sharing your unique perspective
  + Share content that highlights your key interests and skills relevant to target jobs
* Experienced professionals: share advice you wish you had received
* Newcomers: share fresh insights and learning experiences
* Both approaches show a growth mindset and ongoing learning commitment, highly valued by employers
* Risks to manage:
  + No clear line between personal and professional online presence; posts friends like might be misread by hiring managers
  + Remove or privatize content that could give a wrong impression or seem inappropriate
* Review which platforms matter for your job search:
  + LinkedIn is essential for nearly all job seekers
  + Handshake is great for early career starters
  + Niche sites (e.g., Behance for designers, GitHub for developers) showcase specific skills and portfolios
* Use AI tools like Gemini to ask for platform recommendations tailored to your field and goals
* Study profiles of people in roles you want to learn how to present yourself professionally
* A well-maintained online presence can attract opportunities passively—networking even while you sleep

**Opportunities (And Pitfalls) with your Online Presence:**

* Antonio, Vice President of Innovation and Technology Partnerships at Miami Dade College, focuses on connecting students with tech job opportunities locally and nationally
* Emphasizes that building an online presence is as important as having a resume in today’s competitive job market
* Common student mistakes:
  + Having a profile without a photo—considered a big error
  + Incomplete profiles with minimal info, e.g., just a single sentence like “I studied here” without telling their story
* Advises students to search themselves online to see what others find and control their personal narrative
* Antonio shares his own success building an online presence on LinkedIn by sharing insights, trends, and job opportunities relevant to students
* Example: A cybersecurity job posting he discovered through his network led to three students interviewing for that role
* Online presence and networking can significantly improve job search outcomes
* Antonio feels proud of the impactful programs, partnerships, and career pathways created at Miami Dade College that change thousands of lives
* He values the opportunity to make meaningful, large-scale positive impacts through his work