ONLINE PRESENCE + RECRUITERS

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WHAT IS INCLUDED IN ONLINE PRESENCE?

‣ Portfolios – you will need to do one of these

‣ Social networks e.g. Twitter, Facebook, Instagram, Pinterest etc

‣ Blogs

‣ LinkedIn

GENERAL TIPS

TIPS

‣ All of your professional online accounts should have a consistent look and feel.

‣ Your professional Email, Portfolio & Social Media should all use the same headshot.

‣ Have a modern email that is a combination of your first and last name.

‣ Include links to your portfolio and social media in the signature of your email.

‣ Hiring managers do check your social media so stop posting negative tweets, status updates, etc. You can still comment on the hot topics of the day but do so in a way that is constructive, not destructive. See link for real world examples: www.huffingtonpost.com/news/fired-over-facebook/

LINKEDIN– HOW DO I DO IT?

DO I NEED LINKEDIN?......YES!

1. 97.3% of recruiters use LinkedIn to search for, contact, keep tabs on, and vet candidates.

2. It's great for researching (stalking) people.

LET'S GO THROUGH THE BASICS:

‣ Headshot
‣ Headline
‣ City & Industry
‣ Customising your url
‣ Contact information

LINKEDIN BASICS:

› Your headshot
- Make it polished
- This is your first online impression so avoid: super casual clothing, blurry shots, busy backgrounds, totally obvious cropped photos, and photos with others

LINKEDIN BASICS:

‣ Your headline
   • Should reflect your career aspirations
   • Be creative in expressing your interests
   • You do not need to list your current job title or company

   Examples:
   • "Web Development Student at General Assembly"
   • "Talented front end developer passionate about creativity"

LINKEDIN BASICS:

‣ Your city & industry
  - Your current city or the city where you are looking for a job
  - Choose the most appropriate industry for the job you're looking for e.g. Computer Software / Design / Information Technology & Services

LINKEDIN BASICS:

‣ Customise your URL

Set your URL so it reflects your actual name

Allows you to share a clean, short link to your profile

Steps:
1. Click 'Edit Profile'
2. Click 'Edit' next to the URL under your name.
3. Under 'Your public profile URL' click 'Customise your public profile URL'
4. Save

Tips:
1. Keep it simple and short
2. As close to your real name as possible
3. Already taken? Use your initials or middle name

LINKEDIN BASICS:

‣ Contact information

DO have your email address visible so employers can contact you

DO have relevant websites listed - online portfolio, personal website, etc.

DO have your Twitter handle listed ONLY if your tweets are appropriate for employers

Tweeting relevant industry related articles and engaging with other users is a great way

to get noticed by future employers.

THE IMPORTANT STUFF

WHAT TO FOCUS ON

‣ Summary
‣ Where to put GA?
‣ Experience
‣ Education & Courses
‣ Recommendations

SUMMARY

- A brief synopsis about what you currently do or what you are looking to do

- VERY important part of your profile

- Write in the first person -Be conversational, show your personality

- Don't make it too long; pick out the most important aspects of your career

‣ Your Summary Answers these three things about your career:

Who are you as a Developer- what motivates you/gets you excited?

Where have you been professionally? Why is this experience relevant to Development?

Where are you going? Where do you hope to be?

WHERE TO PUT GA

EXPERIENCE & EDUCATION

EXPERIENCE

- What you have accomplished during your career

- Full time work, internships, volunteering, part time jobs, etc.

- Summary of your company

- Summary of your job description

- Use bullet points

- Add recommendations

- Add links to articles, websites, etc.

- Upload projects and images

EDUCATION + COURSES

- Include: University or high school if you want

- Also include other types of education like certificate programs

- List relevant courses that might be of interest to future employers e.g. Marketing, Product Management, Writing, Finance, Graphic Arts, etc.

RECOMMENDATIONS

‣ Recommendations

   Make a list of people who are your professional cheerleaders

   Who to ask: your instructors, former teachers, classmates, old colleagues

   Ask people who you are friendly with

   Send them a polite note and offer to supply one for them
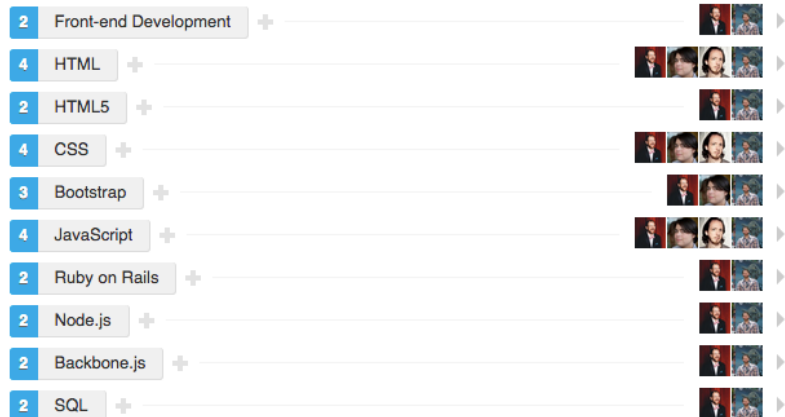
THE EXTRAS

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‣ Skills & Endorsements

‣ Organisations

‣ Volunteer Experience & Causes

‣ Honors & Awards

‣ Additional Info

‣ Connecting on LinkedIn
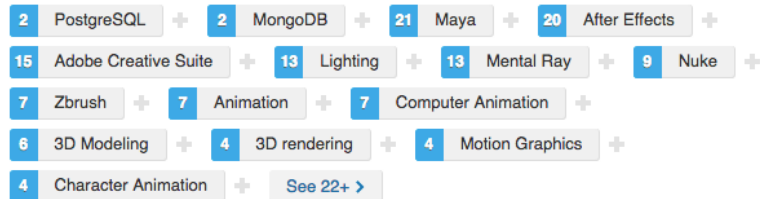
‣ Getting the Most Out of LinkedIn

SKILLS & ENDORSEMENTS

‣ Skills & Endorsements
   Make sure they are most
   relevant to your job search.

ORGANISATIONS | VOLUNTEER EXPERIENCE | HONORS & AWARDS

‣ Gives future employers & new contacts insight into who you are outside of work

Organizations

Additional Organizations

ACM Siggraph, CGSociety

Volunteer Experience & Causes

Carpenter
Austin Habitat for Humanity
March 2014 – March 2014 (1 month) I Economic Empowerment

Built out soffit for whole project house

CONNECTING ON LINKEDIN

Hi Jasper,
Nice to meet you at SydJS the other day.
Cheers, Lucy

- Try to connect within 24 hours of meeting someone

- Always send a personalised note with your connection request

- Try to avoid adding connections through your mobile application because you cannot send a personalised note

- Be careful about adding your entire contact list to LinkedIn

- Don't feel as though you need to accept requests if you don't know the person

- You can also connect with people you haven't met – select 'FRIEND'

GETTING THE MOST OUT OF LINKEDIN

‣ Getting the most out of LinkedIn
  Join relevant groups
  Follow your favourite companies
  Follow thought leaders
  Read news articles on LinkedIn Pulse [pulse.me]
  Read the LinkedIn Blog [blog.linkedin.com]
  Search, save, and apply for jobs

  Examples:
  Paula White   Ian Lenehan   Jenn Mawhinney

WORKING WITH RECRUITERS

PROS

‣ They do the hard work for you
‣ They have a lot of contacts
‣ Good negotiation - If you get paid more, they get paid more

CONS

‣ You are not their client
‣ Lie about the nature of the role
‣ Change people's resume to send to an employer
‣ Advertise roles at your "dream job" when the job does not exist
‣ Waste a lot of your time and then disappear

HOW DO I WORK WITH THEM

GET ALL THE INFORMATION

‣ Company name/industry

‣ Position name/job title

‣ Salary range

‣ Team structure

‣ Potential for growth

‣ Seniority/experience level

‣ What does the interview process involve?

What is important to you?
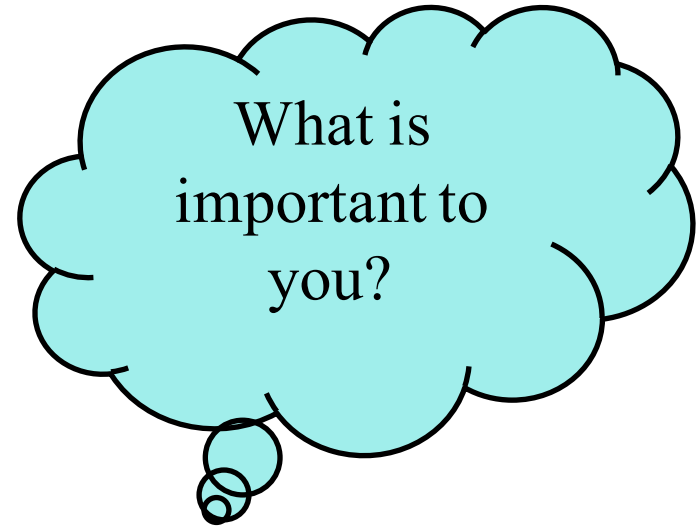
REMEMBER:

‣ Don't waste time with hundreds of coffees/interviews with recruiters

‣ Don't make recruitment agents your only option

‣ Recruiters are extremely busy. Don't always rely on them to come back to you. Don't take this personally.

‣ Always be upfront with recruiters. If you are interviewing somewhere else and dealing with other recruiters then let them know. Recruiters hate surprises.

‣ They may not be able to get you a job at this stage in your career but they could help you later on

‣ They can end up working doing internal recruitment so be nice ☺

WHERE DO I FIND JOBS ONLINE?

SOFTWARE + TECH

- http://siliconbeachaustralia.org/jobs/

- http://www.glassdoor.com.au/Job/index.htm

- https://www.thedrivegroup.com.au/thedriveproject

- http://careers.stackoverflow.com/

- https://codehire.com/search

AGENCIES + SMALL BIZ

- http://mumbrella.com.au/jobs

- http://www.adnews.com.au/

- https://www.theloop.com.au/jobs

- http://www.pedestrian.tv/jobs

CO-WORKING SPACES + INDIVIDUAL COMPANY SITES

- http://tankstreamlabs.com/

- http://fishburners.org/

- http://www.hubaustralia.com/

- http://deskspace.com.au/

- http://www.westpac.com.au/about-westpac/careers/

- https://www.google.com.au/about/careers/

JOB SITES + AGGREGATORS

- https://www.linkedin.com/job/

- http://www.seek.com.au/

- http://www.adzuna.com.au/

- http://au.indeed.com/

- https://au.jora.com/

Q&A