

Diploma in Career Advancement

– Part I



Lesson 5

On Line Reputation Management & Interview Preparation



Presented by:
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Professional Creeping.....it Happens

A potential employer is *going* to look you up on line...

...so how do we manage our
social media profiles responsibly?

Today's Lesson

- Identifying your online output
- Connect with ideal companies
- Build an online strategy
- Interview Preparation
- Summary
- Q & A

AGENDA



Online Reputation Management

Is it necessary?

careerbuilder®
asked employers

65% said – presenting professionally

51% - good fit for the company culture

45% - learn about qualifications

**LEE HECHT
HARRISON**
asked job seekers if

48% - very active on a daily basis

22% - one to three times per month

19% - two or three times per week

Only 11% said never

Example

Professional footballer;

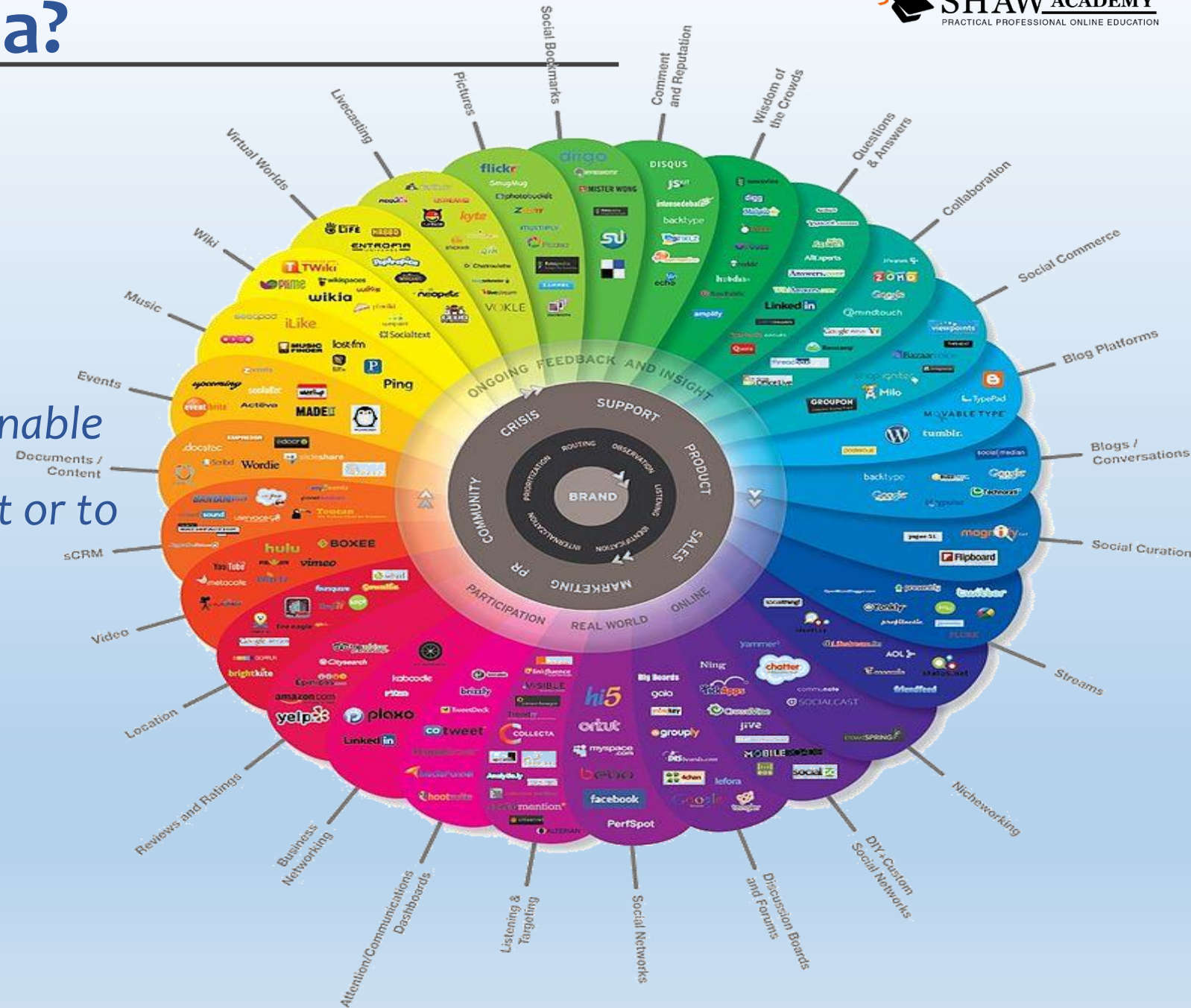
Andy Gray
Joey Barton

Simply Google “Tweets That lost people their jobs”

What is Social Media?

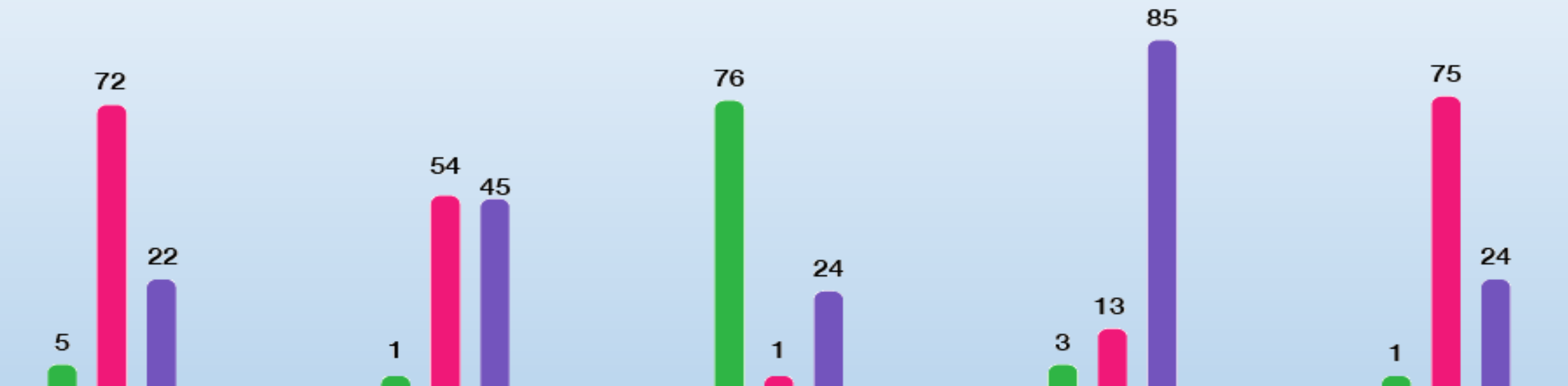
Defⁿ:

Websites and applications that enable users to create and share content or to participate in social networking.



What recruiters are looking for

■ Positive
 ■ Negative
 ■ Neutral
 (%)



Spelling or grammatical errors in posts or tweets



Photos of alcohol consumption



Participation in local and national organizations and groups

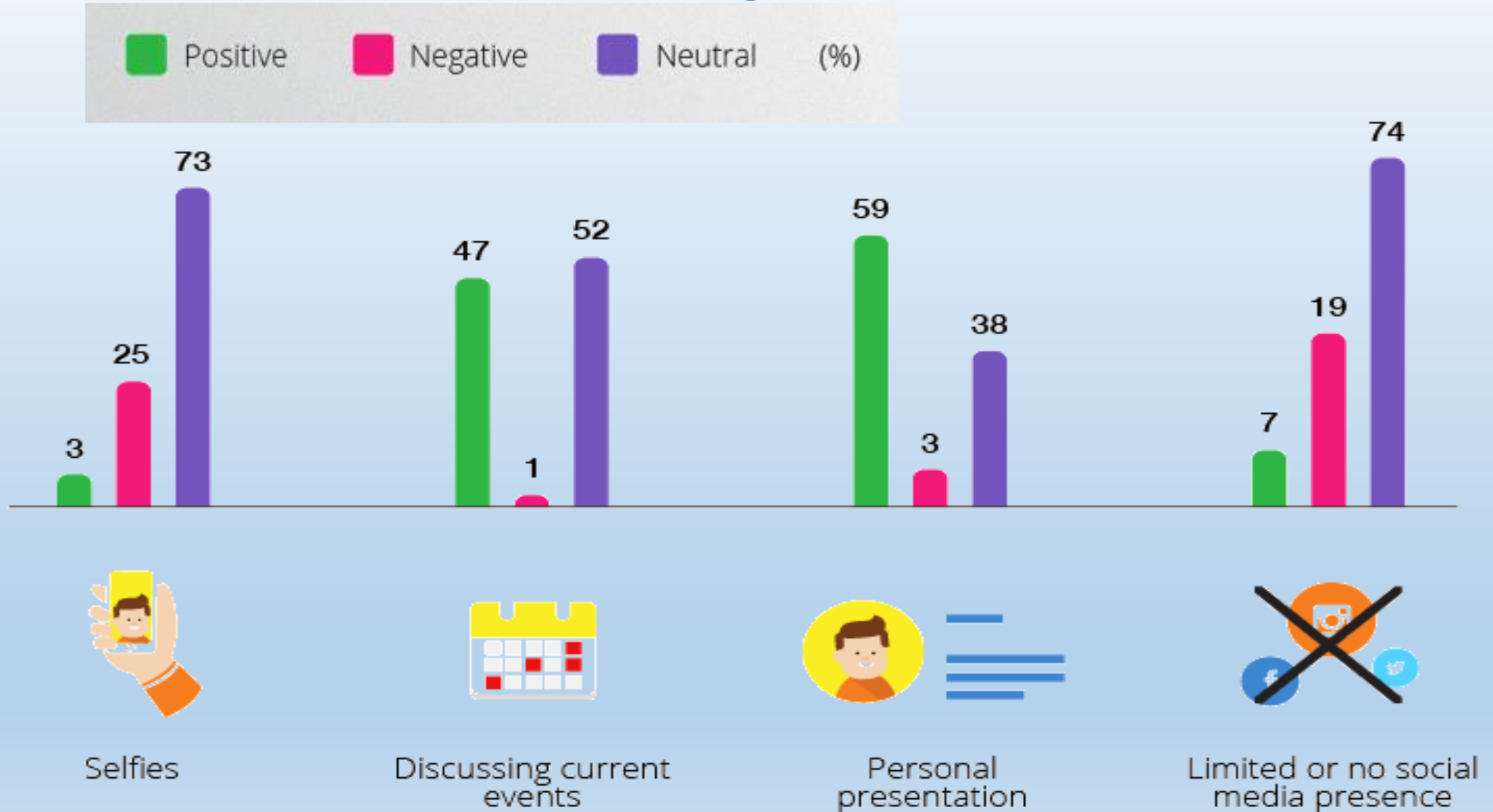


Political affiliations



Reference to marijuana use

What recruiters are looking for



How long should it be?

What should you say?



Summary

- You learned that Social Media matters
 - You gained knowledge about networking on line
 - We explored the value of LinkedIn groups
 - You have increased your ability to get noticed by recruiters
- ✓ Now we can move towards successful interviewing



Next Lesson

- The next session is Interviewing:
 - **Understand How to Read Body Language**
 - **Identify Types of Interviewer**
 - **Handling Tough Questions**
 - **Building Rapport**

The most **important** lesson on the course -
Attend **LIVE!**



Next Lesson is

Interviewing

- We begin your Interview Preparation
- You will learn **Top Strategies**, **Reading Body Language**, **Interview Techniques**
- You will gain **Confidence** and **Techniques**
- We will be really getting into the core areas of **Face-to-Face interviews**



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