

SHAW ACADEMY

NOTES

Career Advancement Programme



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Lesson 5: Online Reputation Management

Summary sheet

- 65% of employers are checking to see if potential candidates are presenting themselves professionally
- 51% want to see if the person is going to be a good cultural fit for the company
- 45% want to dig into your qualifications



We all want to make a good impression especially when it comes to connecting with potential employers. Some of the things that recruiters are looking for on line include:

- Spelling or grammar mistakes
- References to drug use
- They look at discussions about modern events favourably
- And a good personal presentation is also considered to be a positive

Defⁿ: LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.



What to use LinkedIn for

You are going to use LinkedIn for demonstrating your expertise. It is professionally focussed which means that the content you create for it and the content that you interact with needs to be measured and considered as it is a direct reflection of your professional demeanour. Although it shares similarities with other social media platforms, it differs to Facebook for example. If Facebook is like a bar on Friday evening, LinkedIn is the mid-week business lunch.




Demographic

The majority of LinkedIn users are between the ages of 30 and 49. 28% of men and 27% of women who use the internet have a LinkedIn account. The majority of users are those in employment in a household that earns \$75,000+ based primarily in suburbia. Originally the platform was simply a digital CV and it is in fact older than Facebook. It attracts people who have some experience under their belt and who are looking to make changes or improvements to their career.

How to take advantage

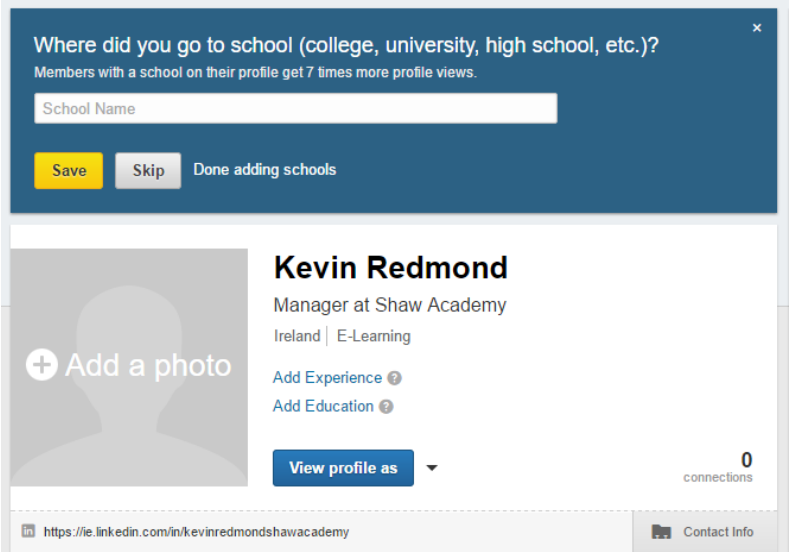
Follow your preferred companies and interact with them. Learn about them, how often they interact with their page. Keep a note of when they have events on and if appropriate go along to them. You ultimately want to use the platform to become known to the hiring managers and to learn about the company.

Building your profile

The easiest way to do this is to follow the onscreen instructions  as they appear when you log in. These are designed to help you step through the process for getting to all-star status.

Premium

When it comes to premium it has its advantages and disadvantages. You will be offered a free trial to try Premium. It will give you more insight into the jobs you are applying for and about the other candidates who are your competition for the role.



Emails – Initial & Follow up

How long should it be?

Regardless of whether it is a first email to a potential employer or a ‘thank you and I accept the offer’ email, the length is the length. What that means is that you should get to the point as quickly as possible. Be polite, but be respectful of their time.



What should it say?

If you are sending an initial email to get more information about a role then consider attaching your CV to the email and make reference to it. For example:

“I am looking for more information regarding the role you have advertised on X. I have attached my CV to allow you to make an initial assessment for my suitability for the role. If you feel it is worth submitting an application, I look forward to learning more about the role. If you feel I am not suitable for this role, I wish you the very best of luck with your search.

Regards,

XXXX”

Conclusion

When communicating with someone on line, especially a potential employer, it is vital to be respectful of their time while remaining professional. It is of course perfectly fine to inject your own sense of humour and personality into the interactions but to begin with keep it short and to the point.



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THANK YOU



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