How to Manage Your Online Appearance

What exactly is LinkedIn?
LinkedIn is the world’s largest professional network that allows you to create a professional brand, market yourself and build your network. It allows you to share and gain information about career fields, companies and job opportunities. It lets you extend your network of contacts by exchanging knowledge, ideas and opportunities with a broader network of professionals.

Tips for marketing yourself on LinkedIn
1. Get out of your comfort zone and use LinkedIn to develop a strong professional brand and network.
2. Include interests specific to the industry you are in or want to enter.
3. As always, be authentic. Don’t stretch the truth to present a certain image.
4. If you are interested in a specific field, you should do a search for groups to join and companies to follow.
5. Rather than put an activity like surfing in Specialties, which should feature work-related skills, type it into Interests. Mix work-related skills with a couple of more personal or extracurricular ones, to show a complete picture of who you are.
6. Use the messaging tool to contact potential mentors. Reaching out directly to someone in your field with a personalized message to show your interest in creating a connection is a great way to let them know that you are interested in exchanging knowledge and sharing opportunities.

What exactly is Twitter?
Twitter is an online social networking and micro blogging service that enables its users to send and read messages of up to 140 characters, also known as “tweets.” This creative outlet lets you meet professionals you admire and stay in contact with companies that interest you by following and interacting with their accounts. It also lets you track the trends of the industry you are interested in.

Tips for marketing yourself on Twitter
1. Create a Twitter account that showcases your professional profile. Set up your Twitter account as though it were your online business card. Only include information that would make you look ready!
2. Start following people and institutions. Pay attention to professionals who work at the companies where you might want to work someday, and “follow” them.
3. Create content. Tweet about yourself and tweet out interesting observations and articles that are relevant to the industry that you are interested in.
4. Tweet, retweet and favorite potential mentor’s postings. Interacting directly with someone in your field is a great way to broaden your network. After a few interactions, send a direct message to the potential mentor. It is important to interact with them through retweets and responses to tweets before sending a private message.
Don’t get too personal
Eating a fantastic meal at John Hancock’s Sky Lounge? Riding an endorphin high after a class at SoulCycle? Refrain from oversharing. Whether it is your dating life, recreational life or dinner, keep it out, especially if it is at odds with your professional brand.

Avoid negativity
According to an Intel survey conducted surrounding mobile etiquette, the number one pet peeve people had about behavior was negativity. Recruiters do not like negativity such as when people complain a lot about their commute. In the absence of facial expressions or tone of voice, text can be misunderstood so keep it positive!

Keep it clean and avoid profanity
If they hear or read it online, and it is associated with your personal account, it will be associated with you professionally.

Be tactful when posting photos
Not every photo you have ever snapped deserves a home on the World Wide Web... that category, obviously includes intimate photos, of course, but also vintage pictures that have the potential to embarrass you or your friends (bad perms, mullets, horrible glasses). Does anyone really want to re-live those memories?

Your social media audience does care what you are up to, but too much ‘me, me, me’ and not enough engagement with others will make you appear self-centered.

Steer clear from bashing a former, current or future employer or job
Do not talk negatively about a job or even a recent job interview. If you think the interview you just had went terrible, there is no need to air it online. Use social media to put forth the best you, the image you want to project to the world. You will find that is easier to do if your online presence mirrors your thoughtfulness, kindness and respectfulness in the real world.

Shun dishonesty
When it comes to social media dos and don’ts, it is important to think twice before posting something online - especially something dishonest. If you would not say something aloud to a crowd of strangers, DO NOT post it on social media. Once you hit the return key, you have no real control over how that information will be shared. The same goes for texts, e-mails and comment boards.

As it relates to your LinkedIn profile, don’t over embellish. Instead, be accurate and honest like you would in a resume, as it can be easily verified.