TOOLKIT NUMBER FOUR: SOCIAL MEDIA FOR PROFESSIONALS

ESPECIALLY FOR YOU

BY

CAREER CIRCUS

. MY CAREER TOOLKIT .

Welcome to our fourth toolkit with our handy tips on how to sell and promote 'yourself' online whilst staying professional and keeping your details secure. There are many social media platforms, how many are you on?

Linked in.

The most common platform for professionals to be on for networking or positioning themselves is LinkedIn but what a lot of people forget is that it is also an opportunity to sell yourself — whether that is to your peers or to potential new employers. Below we've listed 3 simple things to do to keep your LinkedIn profile fresh and appealing:

#1 LOG ON TO YOUR PROFILE REGULARLY

AND KEEP UP TO DATE WITH YOUR CONNECTIONS AND MESSAGES — DON'T LET YOUR PROFILE GROW MOULD OR STAGNATE!

#2 UPDATE YOUR PROFILE WITH NEW ROLES, SKILLS

AND RESPONSIBILITIES WHEN YOU ACQUIRE THEM BUT REMEMBER THE KEY IS TO HAVE A BRIEF, SNAPPY PROFILE SO IF YOU ARE ADDING LOTS OF NEW CONTENT YOU NEED TO TAKE OFF THE LESS RELEVANT/ HISTORIC INFORMATION.   KEEP IT FRESH ONLY PUT WHAT IS IMPORTANT RIGHT NOW)

#3 SHARE, COMMENT AND 'LIKE' THINGS OF INTEREST

BY ENGAGING WITH CONTENT, CONTRIBUTING YOUR IDEAS AND HAVING DISCUSSIONS WITH YOUR CONNECTIONS, BE SURE TO JOIN GROUPS OF INTEREST AND CONTRIBUTE TO THOSE TOO.

For more information on LinkedIn and getting the basics right/getting started, check out our other resources:

- View our 20 minute video on getting started with LinkedIn Find it on our YouTube channel

- Check out Saffron's LinkedIn Essentials blog on our Career Circus Blog

- Also don't forget to join our groups! Click on the images below and join in with our #TeamCircus chat!

- **Know your privacy settings.** On Facebook they even let you see what people that only have access to your public profile see. Twitter allows you to make 1 main choice: Do you want everything to be public or everything to be private?

- **Put your best foot forward:** Whatever you do share on your public profile, make sure it is things like hobbies, positive photos showing you active, social and happy (and sober!), and groups/ pages you like are not only the ones that make you seem unprofessional.

- **Write right!** Don't skimp on the grammar just because you only have 140 characters on Twitter, or because you don't have a lot of time. TXT-speak came to life because of limitations to text messages back in the day of the phones with Snake on them, you should avoid it online.

- **Who has access?** I recommend purging your list of friends and followers (except for on Twitter - unless your profile is set as private) every 6 months, preferably every 3 months. Why?
    - Because they might know someone that might consider hiring you in the future, and that might — in the worst case scenario — lose you a job or give a very intimate first impression.
    - We live in a world where ID-theft is getting increasingly real, and realistically we humans manage to keep in touch with about 200 people maximum, so why do you allow those 200 extra "friends" insight into what you do day-to-day?

- **Manage your impulsivity on social platforms that are based on photo-sharing.** Watch what you pin or add to your Tumblr-feed. Consider who you share photos with via Instagram and Snapchat, "Should I really share this photo?" is a question many forget to ask themselves. My rule of thumb is "Would my

grandmother be smiling if she saw this?" - YES, even on "risk-free" Snapchat you need to watch what you send, phones have a screenshot-function too!

◉ **Limit those hashtags!** You usually get hits from people that find your content interesting if you use *less* hashtags, because #hashtagging #every #word #decreases #number #of #relevant #search-terms #and #is #really #annoying #to #read. — Get my point? Use 1-3, that way people find your content when they want that content, and if a possible employer checks out your profile they do not leave it with a headache.

◉ **Consider your personal brand!** If you apply for a job in politics but your Pinterest-boards are all filled up with beauty-tips, consider this: It can be read as a hobby, or it can be read as a lack of self-confidence. Now, what does the latter say about your ability to do a job in politics? My tip is to weigh your social pages, interests and likes evenly: 50% professional and 50% Hobby/Personal interests.

Blogger **YouTube**

◉ **Blogging can be great for your personal brand if done right.** Make sure it tells the story you want it to tell to others too, though! Ask people that don't know you that well to read a post or two and then ask them what they think it says about you.

◉ **Watch your grammar, and be careful with over-designing.** Keep to two-three different fonts and colours, and avoid animated photos and glittery fonts, it will instantly look less whimsical and more tidy — and the text will be in focus!

◉ **Do you want recruiters and HR departments to find it?** If not, don't use your main e-mail, don't use your full name (or initials), avoid pinpointing just exactly where you live, avoid using usernames that are linked to your full name anywhere else, don't share photos of your face, and your blog should be relatively anonymous!

◉ **Blogging or vlogging can be great if you are an entrepreneur or do freelance work!** Sharing "behind the scenes" on how you work or sharing your personality and your tips as a professional online can give you some free leads and great connections. - Make sure your blog/vlog is easy to locate!

TOP TIPS FROM THE DIGITAL ACROBAT

💡 **Write down five words that you want people to think about when they look at your digital footprints and online profiles**, words you want to be cornerstones for your personal brand. Then go through your online profiles (all of them) And make sure that what people can see is related to those five words.

💡 **Google yourself,...But not just your name!** Google your most used online nickname/username, your e-mail(s), any of these plus the name of where you live, and so on! Make sure that what comes up is stuff that fits under that personal brand, if it isn't, consider deleting the account/removing the information, or removing the connection (Only use your first name instead of your full name, set another e-mail as the primary e-mail for that account, set up a new account and delete the old one, and so on.)

💡 **Watch what you post about others.** Not only because you might be (unintentionally) posting something that hurts their personal brand, but also because of how it might reflect back on you.

💡 **Don't panic and hide everything** - We aren't attempting to scare you from showing anything what so ever on social media, but we want you to share in moderation. What that means is that you might need to look at the public profiles with grandmothers' eyes, consider how your Twitter-rant about how your favourite football-team is doing bad reflects back on you, and what your cover photos tell about who you are. Recruiters check out your social media profiles to get more information about you as a person, show them your positive side!

💡 **If you blog or vlog, make sure you do so consistently.** Make a posting schedule and stick to it! There are plugins out there to link your drafts to a publishing calendar so you have a visual guide to what content you have and what content you need, but if you need one written down that works too!

💡 **As a freelancer or entrepreneur being active on Pinterest/Instagram/Twitter/Snapchat can be good for business!** Sharing your thoughts on current events and networking with others are only two ways to do it, Pinterest is also a great platform for your portfolio!

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