

# NETWORKING: Online Presence

The Internet is an important tool for professionals, especially to find jobs, internships and staying up to date on industry trends. Take time to stand out, treat yourself as a brand and promote your skills and experience.



**LinkedIn**

LinkedIn provides a polished snapshot of your achievements and expertise. Review the essential steps to perfect your brand.

**Get a professional headshot.** Remember to dress and look professional.

**LinkedIn is the time to go into detail about your experience.** Be clear and concise. Do not just copy your resume.

**Let people know you are looking for opportunities. Consider using #OpenToWork feature on LinkedIn.** Specify what type of work you are seeking. Use keywords in your profile so recruiters can find you with an easy search.

**Ask a professor, colleague, supervisor to provide a review for you on your page.** And give reviews when you are inspired.

**Interact often on LinkedIn.** Share a post, respond to an article you've read or write a blog. This can expand your brand in the industry. Be social and responsive.

**LinkedIn Headline - this is your elevator pitch!** Include experience and current goals. This will be your billboard to reach the people you want to attract. Give employers a reason to want to speak with you.

## Expand Your Online Presence

**Create your own website** - customize it to fit you! Treat it as a portfolio, publish your own articles and other work.

## Refine and Upgrade Your Presence

**Review all platforms periodically** to make sure the message you are sending is what you want to communicate. If not then ... DELETE!

**Tools to use:**

- ▶ Facebook use "On this Day"
- ▶ Twitter use "Tweet Delete"

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## Networking Virtually

**Make a list of people you would like to connect with.** This could be colleagues, friends, family, alumni.

It is not enough to add people on LinkedIn. **You want to develop meaningful relationships** and dedicate time to doing so.

**Make your LinkedIn profile public so people can see you.**

**Ask for the Coffee Date:** It is a virtual meeting to stay in touch and develop deeper connections.

**Networking is about building meaningful relationships.** Be engaged, consistent and authentic.

## Virtual Presence

**Publish your own content to LinkedIn or a blog you may have.** You can then email it to your connections or share via social media.

**Join groups** on LinkedIn, Facebook, and Meetup across a wide array of topics.

**Attend an industry webinar** to add to your knowledge base and skillset. This will help to elevate your brand!