7.1 PROFESSIONAL ONLINE IDENTITY AND BRAND

For many employers, your professional online identity is the "new background check" in the hiring process. Your professional online identity (Figure 7.1) is the entire package you can use to promote yourself online. This may include your traditional resume and cover letter, Career Portfolio, and social media platforms. For some, it may also include digital resume versions or a personal website. It is important to coordinate all versions of your professional online identity to be sure to convey quality, relevance, and consistency across the board.

This is particularly important in the use of your social media profiles because data about you can be pulled from your LinkedIn, Facebook, and other social media accounts, and tell a lot about who you are beyond your traditional job search documents. Your social media content gives you a visible platform for promoting a strong brand and reputation that gets you hired.

"Seventy percent of employers use social media to screen job candidates before hiring them."[1]

FIGURE 7.1

Your Professional Online Identity

[1]Retrieved April 12, 2018, from www.businessnewsdaily.com/2377-social-media-hiring.html

BUILD YOUR BRAND

A brand promises value to attract and persuade a targeted audience. Your professional online identity reflects your professional brand. Potential employers are your targeted audience. You want your professional brand to help influence potential employers' interest in you. You can do this by communicating your worth and potential and how you are unique and distinguished from other job candidates. The ability to positively influence employers in your job search could be recognized as an asset that can carry over to the workplace. Begin with the end in mind. Think about how your brand conveys your value and prompts a response from prospective employers.

Your professional online identity is the whole package of online tools you use to promote yourself professionally. The quality and consistency of each component impacts your professional brand.

How Your Brand Conveys Value	How Employers View Your Brand
Is unique, distinguished from others	"How is this person different?"
Is highly visible	"This person keeps coming up whenever we talk about . . ."
Communicates worth and potential	"It looks like this person can do the job—and more."
Targets a specific audience	"This person looks like a good fit for our company."
Attracts and engages a specific audience	"Let's go back and look at more details about this person."
Is consistent	"Everything seems to match up!"
Builds a solid reputation	"Everyone feels the same way about this person; let's schedule an interview."

PROTECT YOUR REPUTATION

Your reputation is the opinion other people hold about you. A good reputation goes hand in hand with building a strong brand. Using good judgment about what you make public online is important to protecting your reputation. You want the best about you to rise to the top. This is especially true when conducting a job search. Take an inventory of what you find about yourself in a Google search. Do you see any red flags that might concern a potential employer as you go about your job search? The information and activities in this chapter will help you be aware of how to protect and strengthen your online reputation to get the best possible responses from employers.

"Eighty-six percent of U.S. recruiters and HR professionals say that a positive online reputation influences their hiring decisions."[2]

SOCIAL MEDIA METRICS

In your job search, social media metrics are tools some employers use to measure the impact of your social media activity on your fitness for a job. For example, your reputation and your ability to influence others are two areas that employers can learn about you.

How can employers use social media to evaluate your reputation, your ability to influence, or your overall qualifications for a job? Following are some examples of a few social media metrics used by some employers.

Did you know employers can *measure* how you influence others and what others think of you?

[2]Retrieved April 12, 2018, from https://brandyourself.com/blog/guide/what-is-your-online-reputation-score/

Klout Scores and Kred Scores   Klout scores and Kred scores rate your online social influence and reputation based on how others interact with your social media content.

Social influence may be rated by asking:

- How did you create interest in you?
- Did you inspire others?
- Did you motivate follow-up action?

Examples of social media content that could answer these influence questions include "Likes," "Followers," or "Retweets."

Your reputation may be rated by asking:

- Who comments on your content?
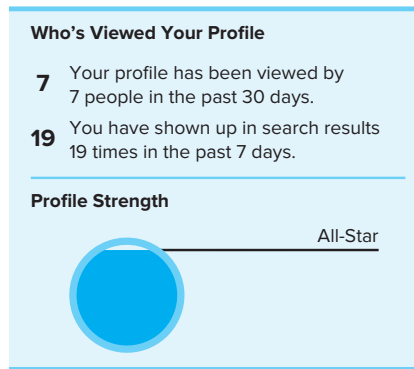- Are they credible sources?
- What do they say?

Examples of social media content that could answer these reputation questions include "Friends," "Endorsements," or "Connections."

The LinkedIn Profile Strength Meter   The LinkedIn Profile Strength Meter measures the completeness and strength of your LinkedIn content.

- How complete is your profile?
- How strong is the content?

The LinkedIn Profile Strength Meter (Figure 7.2) acknowledges progress you make with completing and strengthening your profile. Five ratings range from Beginner to All Star. The rating will increase based on both the amount of content you add and how strong the content is.

FIGURE 7.2

Who's Viewed Your Profile

Who's Viewed Your Profile

7 Your profile has been viewed by 7 people in the past 30 days.

19 You have shown up in search results 19 times in the past 7 days.

Profile Strength

All-Star

ACTIVITY 7.1

Learn about Social Media Metrics

To learn more about social media profile metrics, go online and research the following keywords: *LinkedIn Profile Strength Meter, Klout scores, or Kred scores.* Write down a few takeaways about what you learned, and indicate one or two things you could do differently to improve your current social media profile.

Takeaways: Action Steps:

_____   _____

_____   _____

_____   _____

7.2 PROFESSIONAL USE OF SOCIAL MEDIA PROFILES

A professional social media profile shows employers you think like a professional and take your job search seriously. The following applies to building professional social media profiles as well as building all other components of your professional online identity depicted in Figure 7.1.

QUALITY, RELEVANT, AND CONSISTENT CONTENT

Quality Content   What information you include and how you include it impact the quality of your social media profiles. The order you use and the words you choose help highlight your strengths in your profile. The following are key areas to focus on to build quality content:

- *Accomplishments and results.* Distinguish yourself by your accomplishments and results. They tell an employer some unique things about you. Be sure they take a lead position in your profile.
- *Skills and expertise.* Your skills and expertise communicate your worth and potential. They tell an employer whether you can do the job and more. Start by creating a complete list of your skills and expertise, and then narrow down the list to those you will include in your profile. In this case, more is not necessarily better. Select those that relate to the position and companies you are targeting in your job search. Keeping your list focused and short to moderate in length better emphasizes your main skills and expertise.
- *Keywords.* Using the right keywords will result in your profiles being more searchable and therefore make you more visible to prospective employers. Later in this chapter, you can review different categories of keywords to reference as you build your own list.
- *Correct grammar, spelling, and punctuation.* Make sure your profile is 100 percent error-free.
- *Accurate information.* The information in your profiles should reflect accurate dates, job titles, and responsibilities. There are many ways employers can verify this information online and through their professional networks. Inflating your job title or responsibilities to sound more important than they were is untruthful and in the end could permanently harm your reputation.
- *Images.* Include a professional profile photo. Be sure it is a good-quality headshot. Be well groomed and in business professional or business casual dress. The personal care and appearance tips in Chapter 4 are good guidelines to follow. Other images to include might be a few sample photos of best works from your digital portfolio. This not only helps support your profile but also tells employers you have a Career Portfolio that shows your work. You can provide the link to your Career Portfolio in your social media profile.

Relevant Content   Content is relevant if it relates to the job and employers you are targeting. You have limited space to build your profile, so take care to prioritize what matters most.

- *Job-related content:* Deciding what information to include in your profile is made easier if you know what matters most to the jobs and employers you are targeting. This is where the company and job research you did in Chapter 5 will help. Job-related content helps communicate experience and the value you bring to an employer.
- *Friends, endorsements, and connections:* Friend, endorse, and connect with reputable individuals. Be sure that they provide feedback about you that supports you professionally and that they are credible individuals. Invite a few individuals who really know you to make some comments specific to the skills and expertise you list.
- *Current information:* Make sure all of the information reflects your current status.

> The best way to have an impact online is to create and share great content.

> A professional social media profile shows employers you think like a professional and take your job search seriously.

> "When third parties validate your skills, your profile ranks higher in LinkedIn's search results."
>
> Miriam Salpeter, owner, Keppie Careers

Consistent Content   If you have more than one social media site, be consistent with the written content, including keywords and images that you use. In all versions of your online identity, be consistent with the URLs (uniform resource locators, or addresses of resources on the Internet) you use. Use the same version of your name for each one. Like keywords, consistent URLs help make you more searchable and visible online during your job search.

Consistent Use of URLs and E-mail

Site	Username	URL or E-mail
Facebook	maria.rodrigues	https://www.facebook.com/maria.rodrigues
LinkedIn	MariaRodrigues	https://www.linkedin.com/in/MariaRodrigues
Twitter	@MariaRodrigues	https://www.twitter.com/MariaRodrigues
Google+		https://www.profiles.google.com/Rodrigues
Digital portfolio		https://www.mariarodrigues.com
Personal website		http://www.mariarodrigues.com
Digital resume		https://www.mariarodrigues.com
E-mail		maria.rodrigues@mariarodrigues.com

You can research how to create shorter versions of URLs for use on a resume or other job search documents.

PROFILE COMPLETENESS AND QUALITY

There are different ways to measure social media profiles. Complete content and quality content are the two most important measures to focus on.

Profile Completeness   Most social media sites have a tool prompting you to complete your profile. The LinkedIn Profile Strength indicator is an example. An advantage of a complete LinkedIn profile is that you can achieve an "All-Star" rating that allows you to share your profile on Facebook and Twitter. You don't move to an All-Star rating all at once, however. The Profile Strength indicator acknowledges the progress you make completing your profile with five ratings that follow you from Just Beginning through All-Star level. If you are a beginner, it is fine to take your time completing your profile. Set goals to gradually complete sections and post your content only when it is ready for public viewing by prospective employers.

Profile Quality   There are tools you can use to measure how effective your social media sites are in helping your job search. Klout and Kred scores and Tweet Grader are examples. A Klout score tells you the number of people who follow you and how interested they are in you. If they stay connected by sharing or commenting on your Facebook and LinkedIn status updates, you've created interest. Google Analytics is another tool for measuring the quality and relevance of your content. It shows a viewer's level of interest in you by the time spent on a page and the total number of pages viewed. During your job search, these tools can help you evaluate employer activity with your social media sites (see Figure 7.2).

If you are a beginner, focus on the completeness of your profile first. If you have a lot of experience and if your sites have been public for a long time, you should still set goals to

improve your sites. You may have great content that could be packaged in a better way. Metrics can be a helpful way to know if you are focusing on the right areas.

While it is important to know about these ratings, your focus should always be on building a social media profile that best represents you. The ratings will come in time.

DOs AND DON'Ts

While building your social media online profile, here are some dos and don'ts to consider:

Do

1. Shine with best strengths: accomplishments and results first, then duties and responsibilities.
2. Use industry-, company-, or job-specific keywords throughout.
3. Monitor content on a regular basis.
4. Friend, endorse, and connect with credible individuals.
5. Keep it simple. Don't try to invent content or use underdeveloped content.
6. Add optional features only if you have quality content.
7. Use only appropriate pictures and images (content and size).
8. Use a profile photo of yourself (professional or business casual headshot).
9. Learn to use job search features.
10. Use the most updated tools to add, edit, or remove information.
11. Set your privacy setting for friends and family.
12. Tell friends and family about your job search, and ask them to restrict comments to your public page to professional comments that can support your job search, or ask them not to comment at all.

> *"Adding your picture to your LinkedIn profile makes your profile 7x more likely to be viewed by others."*
>
> LinkedIn Blog[3]

Don't

1. Use inappropriate photos (provocative, too casual; no group profile photos).
2. Use content about drinking or using drugs.
3. Bad-mouth a former or current employer.
4. Share confidential information from a previous employer.
5. Use poor communication skills.
6. Make discriminatory comments based on race, gender, or religion.
7. Lie about qualifications.
8. Use a false or unprofessional name with any type of your online identity.
9. Friend, endorse, or connect with individuals with a poor reputation. You are judged by the company you keep.
10. Use illegal information.
11. Be afraid to approach industry professionals who know you for endorsements.
12. Wait until you graduate to upgrade your social media sites for professional use.

> "A careless public post or misstep on Twitter can greatly impact personal branding and can make candidates less desirable to employers."
>
> Shawn Tubman, manager of corporate employment, Liberty Mutual

[3]Retrieved August 28, 2013, from http://blog.linkedin.com/2013/07/29/five-simple-ways-to-boost-your-professional-brand-on-linkedin-infographic/.

TIMING UPDATES

You should update your social media profiles when

- You have a new accomplishment to add.
- You have updated your resume.
- You are preparing for a job interview.
- You have earned a new degree.
- You have a new job.

  Publish content only that you know will be viewed favorably by employers.

ACTIVITY 7.2

Google Yourself

"Ninety-four percent of recruiters use LinkedIn, but only 36% of job seekers do."

Amanda Ronan, contributing author for Expertise.com

Based on the information about how to build professional social media content, evaluate how well you think your current social media content is working for you. One way to do this is to Google yourself and identify strengths or red flags that are apparent in your search results.

1. Google yourself.
2. What top professional strengths or red flags appear?

   _____
   _____

3. What changes can you make to improve your results?

   _____
   _____

"Think about how you present yourself on all social media sites, including Facebook, especially when seeking a job. Be mindful about your wall postings and status updates: you wouldn't want a possible future employer to view inappropriate content or pictures on your wall."

Jennifer Ramcharan, Global Recruiter at TripAdvisor

7.3 LINKEDIN AND FACEBOOK

Throughout your job search both Facebook and LinkedIn will likely be your major social media tools.

Because Facebook started out as strictly a tool for social networking, there may still be a tendency to designate it as your "personal social media site" and designate LinkedIn for professional networking. The reality is that this distinction no longer exists; Facebook is now an equal player when it comes to social media sites for professional use. So be sure to have Facebook at the top of your list when you begin editing sites for professional use. Similarly, LinkedIn started out strictly as a professional social media site. It has evolved to include special sections for students and recent graduates. As other social media sites gain popularity with employers, you will want to add them to your list of tools in your job search.

STUDENT LINKEDIN PROFILES

Sometimes students are reluctant to use LinkedIn because they think it works best for individuals with many years of work experience. Based on feedback from employers and students, a student LinkedIn profile now enables you to add sections that highlight some of your student experiences in and outside the classroom.

Here is an overview of some sections you may want to add to your profile:

- **Student Headline:** a short, memorable description of who you are professionally.
- **Experience:** internships, full- or part-time jobs, and volunteer or community service work.
- **Connections:** school's LinkedIn groups (alumni, clubs, and organizations, etc.), employers, teachers, advisors, internship coordinators, coworkers.
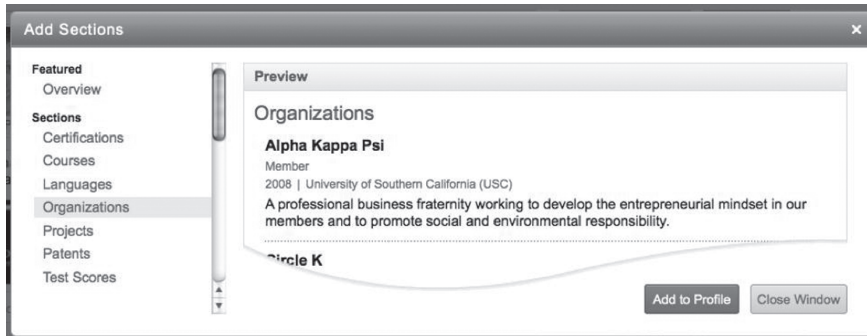
- **Projects:** projects that show that you can apply classroom learning to real-world challenges and work effectively in a team. Add compelling research or class projects to your profile—especially those that demonstrate experience relevant to your professional goals.
- **Honors and Awards:** provide objective validation for your accomplishments. Did you make the dean's list or earn a merit-based scholarship? Add it to your profile.
- **Organizations:** participation in on-campus or external organizations, showing your contributions outside the classroom. Your leadership abilities and contributions in making a positive impact within an organization are talents widely sought by employers and recruiters.
- **Test Scores:** test scores such as from standardized tests or your current grade point average (GPA). Employers often view strong test scores as indicators of good problem-solving skills. If you have excelled at standardized tests, or have a stellar GPA, include these in your profile.
- **Courses:** names of select courses that qualify you for positions you are seeking, or that demonstrate your commitment to expanding your academic horizons. Do you consistently push the envelope by enrolling in rigorous coursework? Many employers know your school's course catalogs as well as you do, so include the strongest courses of your college experience.

To add new student sections to your profile, go to your LinkedIn profile page in edit mode, and click the blue "Add sections" bar under your profile summary (Figure 7.3).

Progress Check Questions

1. What are the major accomplishments or results you currently want to highlight in your social media profile?
2. How often do you use updated tools to add, edit, or remove content from your social media sites?

7.4 KEYWORDS

Keywords are specific words or phrases that narrow online searches to result in best matches (Figure 7.4).

As you write your social media profiles, your goal should be to create a profile that is highly searchable by employers. You can do this by using keywords throughout different sections of your profiles. The *Career Directions Handbook* provides a one-stop shop for sourcing relevant keywords.

You also focus on the use of keywords when you write your resume. You can refer back to this discussion and the *Career Directions Handbook* when you write your resume in Chapter 10. The *Career Directions Handbook* contains a section of industry keywords and keyword phrases for easy reference.

FIGURE 7.4
Job-Related Keywords
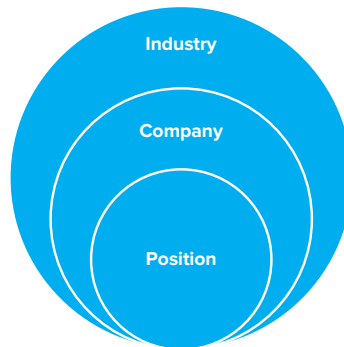
KEYWORD CATEGORIES

Keywords important to a job search fall into three categories:

- Academic keywords
- Job-related keywords (including industry, company, and position)
- Diverse experience keywords

  Keyword categories and examples are presented in the following table.

> Keywords can move you from a broad pool of job candidates to the finalists' list in a company.

"Read job descriptions and identify the words that appear repeatedly. Then work these keywords into your profiles on LinkedIn, Twitter, Facebook, and Google+."

Miriam Salpeter, owner, Keppie Careers

Keyword Categories and Examples

Academic Keywords

Degrees
Concentrations
Certificates
Dean's list
Honors
Name of the university, college, institute
Internships, study abroad

Company Keywords

Company culture
Company mission and values
Customer base
Geographic reach
Strategic goals

Diverse Experience Keywords

Community service
Volunteer work
Languages
Extracurricular activities
Military experience

Industry Keywords

Technical and transferable skills
Expertise
Certifications
Recognitions, honors, distinctions
Industry organizations and associations

Position Keywords

Job titles
Accomplishments and results
Duties and responsibilities
Technical and transferable skills
Degree requirement
Years of experience
Geographic location

EXAMPLE 1: KEYWORDS FOR A GRAPHIC DESIGN STUDENT

Academic

- Bachelor of arts degree in graphic arts
- Concentrations: graphic design, Web design
- GPA 3.5
- New Media College, Boston, MA

Industry

- *Technical skills:* Photoshop, Illustrator, Dreamweaver, Flash, HTML/CSS, JavaScript
- *Transferable skills:* team projects, training, leading, creating
- *Expertise:* nonprofit organization websites, corporate Facebook profiles, webinar presentations
- *Industry organizations and associations:* American Institute of Graphic Arts (AIGA), ArtBistro at Monster.com

Company

- *Company culture:* community engagement
- *Customer base:* nonprofit organizations, entrepreneurs
- *Geographic reach:* nationwide
- *Strategic goals:* grow Northeast Hispanic customer base

Position

- Graphic designer, Web designer, Web developer, interactive designer, communications specialist

Diverse Experience

- President, AIGA student group
- Hispanic Association of Student Entrepreneurs volunteer advisor
- Fluent in Spanish

EXAMPLE 2: KEYWORDS FOR A COMMUNICATIONS PROFESSIONAL IN A LINKEDIN PROFILE

Keywords that a communications professional would use in his or her LinkedIn profile to connect with potential employers include *crisis communications, community relations, media relations, speech writing, newsletter production, brainstorming,* and others. See Figure 7.5 for more suggested keywords.

In Chapter 10, you will use keywords in developing your resume.

> "LinkedIn allows you to fill in descriptions in your profile headline, personal interests, summary, job title, and career history. Make sure, when filling out these sections, to use keyword-rich descriptions that will draw in relevant search engine traffic."
>
> Jorgen Sundberg. CEO, Link Humans

Skills & Expertise

Crisis Communications · Event Planning · Media Relations · Media Spokesperson
Employee Communications · Employee Relations · Diversity Strategy
Community Relations · InDesign · Microsoft Office · Writing · Speech Writing
Press Releases · Newsletter Writing · Newsletter Production · AP Style
Public Relations · Brainstorming · Social Media

FIGURE 7.5

LinkedIn Keywords for a Communications Professional

Progress Check Questions

1. What job search, industry, or company websites can you use to research targeted keywords?
2. Who are some industry professionals you can seek out to endorse some of your skills and expertise?

BUILDING AND RANKING YOUR KEYWORDS

ACTIVITY 7.3

Build and Rank Your List of Keywords

Review the different categories of keywords shown below. For each category, write down some keywords that you think are important to include in your social media profiles. You can reference job descriptions and industry and company websites to help you.

Academic _____

_____

Industry _____

_____

Company _____

_____

Position _____

_____

Diverse experience _____

_____

　　Choose a total of five keywords that you think are most important to include in your social media profiles at this time. Rank them in importance with 5 being most important.

5. _____
4. _____
3. _____
2. _____
1. _____

　　Check your social media profiles to see how you have included these keywords in the appropriate sections.

Real Life Stories

Sean and Lori: Handling Unemployment Status in Social Media Profiles

Sean was having trouble finding a job for some time after he graduated. He did not know how to refer to his unemployment status on his LinkedIn profile. He decided to use this as an opportunity to reach out to his LinkedIn network. In the Professional Headline section of his profile he wrote, "Recent College Grad Seeking Entry Level Accounting Position. Would appreciate appropriate referrals." In the Current Position section he wrote, "Recent Grad at (name of college).edu." He went one step further and shared the same with his college's LinkedIn Alumni Community Group and received three referrals within seven days.

　　Lori was laid off from her job after working for three years as a certified nursing assistant (CNA). In her LinkedIn profile she listed her Professional Headline as "Experienced CNA in transition." In the Summary section of her LinkedIn profile she mentioned her availability for work and contact information. She thought she was taking a risk exposing her unemployment status, but she knew that she had to be truthful. It is easy for employers to read through vague statements and to verify a questionable employment status. It's better to be truthful, and like Sean, work your LinkedIn and other career networks for leads to new opportunities.

7.5 MEASURE YOUR PROGRESS AND STRENGTHEN YOUR SOCIAL MEDIA PROFILES

It is critically important that your social media profiles always leave a positive, lasting impression. In order to do this, you should have a plan to continually monitor and strengthen your profiles. The social media rubric (Figure 7.6) outlines stepping stones for growing and assessing key areas of your profiles. You can periodically ask your instructor or employer to evaluate your profiles using the rubric. Based on the feedback you receive, set goals for improvement. Activity 7.4 is a self-monitoring tool for managing the development of your social media sites. The checklist of questions will create awareness of areas that may need to be further developed to maintain a high-quality social media site. Correct grammar, spelling, and punctuation and accurate information are must-haves from the start, so make those edits immediately. Use this as a tool for periodic check-ins, and each time choose another area to improve on. It takes time to fully develop a social media profile. Be patient and don't present content until you know it is ready for public viewing. Both of these tools will enable you to successfully manage the use of social media profiles to advance your job and progress in your career.

> "When handled correctly, social media can help you professionally. The key is to be proactive about managing your activity and image."
>
> Amy Gallo, contributing editor, *Harvard Business Review*

ACTIVITY 7.4

Strengthen Your Social Media Profiles

Does your current social media content measure up for your job search? Do a self-check. Review your social media profiles, and look for opportunities to strengthen them.

Quality

1. Are your accomplishments and results in a lead position?
2. Are most of your skills and expertise industry relevant?
3. Are all images professional and of quality resolution? Do you include your profile photo?
4. Is your profile 100 percent error-free?
5. Is all of your information truthful and accurate?
6. Have you used relevant keywords in each profile section?

Relevance

7. Have you focused on job-related content?
8. Is all information current?

Consistency

9. Is your content consistent across sites?
10. Do you use the same images, including same profile photo, across all sites?
11. Do you use the same keywords?
12. Do your URLs consistently contain the same version of your name?
13. Do you update all sections of every site monthly or as needed?

Last Updates

Date _____   Type of update _____

Date _____   Type of update _____

Date _____   Type of update _____

Date _____   Type of update _____

FIGURE 7.6

Social Media Profile Rubric

CONTENT	POINT VALUE	Beginner	Developing	Well Developed	CAREER PROFESSIONAL	EARNED POINTS
PROFESSIONAL CONTENT	20	Existing Facebook or LinkedIn profile; other social profiles created.	Facebook, LinkedIn, and other sites' professional content growing.	Facebook, LinkedIn, and other sites' content mostly professional.	Facebook, LinkedIn, and other sites' professional content strong and extensive.	
COMPLETENESS	20	Some main sections not complete.	Most main sections complete.	Most main sections complete with relevant, professional information.	All main sections complete with relevant, major professional accomplishments ordered first.	
PROFESSIONALISM	15	Unprofessional images/ language. Many errors in grammar, capitalization, punctuation, and spelling.	Some unprofessional images/language. Some errors in grammar, capitalization, punctuation, and spelling.	Professional images/ language. No errors in grammar, capitalization, punctuation, and spelling.	Effective use of professional images/language; no errors in grammar, capitalization, punctuation, and spelling in all sites.	
KEYWORDS	10	Minimum/random use of keywords. Keywords not consistently applied across all sites.	Most sites contain keywords.	All sites contain some keywords. Keywords consistently applied across all sites.	Keywords targeted to job, employer, and industry consistently across all sites.	
SEARCHABILITY	10	Profiles are not clearly linked. None appear in a Google search.	Some profiles appear in a Google search.	Most profiles appear in a Google search and link to each other.	All profiles appear in a Google search and link to all professional online identity.	
CREATIVITY/ DISTINCTION	10	Key accomplishments/ results not apparent.	Key accomplishments/ results are distinct.	Hyperlinks provide distinct examples.	Online career portfolio linked to profiles.	
CONSISTENCY	5	All usernames are not the same. Information not same across sites.	Most usernames/URLs and information are consistent across sites.	All usernames/URLs and information are consistent across sites.	All usernames/URLs, domain name, and information are consistent across sites.	
AUTHENTICITY	5	Sites contain misleading, exaggerated, or false information.	Some sites contain misleading or exaggerated information.	Most sites contain verifiable information.	All sites contain verifiable information. No misleading/ exaggerated content.	
RESULTS/ SCORES (KLOUT, KRED, TWEETGRADER, GOOGLE ANALYTICS)	5	Some random viewers and endorsements. No or low scores.	Targeted viewers and endorsements. Scores increasing.	Repeat targeted viewers and endorsements. Scores increasing.	Frequent, consistent, targeted viewers and endorsements. Strong scores.	

As with your entire online identity, your social media profiles are living profiles of you that grow as you grow throughout your career. Managing their content will help ensure you always have your best foot forward and showcase your professional brand. Building content that matters most to employers will increase your opportunities to connect with jobs and employers that are a right match for you. Conveying quality and consistency will distinguish you and help build a solid professional reputation.

Regularly monitoring progress toward strengthening your profiles will ensure your social media profiles continue to be an asset to you as you pursue your next goal.

SOCIAL MEDIA PROFILES

7.1   Describe some components of a professional online identity you might use in your job search.

_____

_____

7.2   Identify the three most important things to monitor for professional use of social media profiles.

_____

_____

7.3   Identify three ways you can strengthen your current LinkedIn profile.

_____

_____

7.4   Describe the importance of keywords in your social media profiles.

_____

_____

7.5   Recognize ongoing steps to measure and grow your social media profiles.

_____

_____