Managing your online presence

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Why is it important?

- Increasingly our lives are documents online
- Online is often public
- Job recruiters WILL Google you
#CareerLimitingMoves

**The boss is on holiday but still insists on coming into the office! Needs to get a life!**

**Paris Brown**: no further action to be taken over Twitter comments

Kent police say case does not pass threshold for prosecution amid storm over youth crime commissioner’s offensive remarks

Paris Brown has apologised for causing offence with the messages she posted on Twitter between the ages of 14 and 16. Photograph: Gareth Fuller/PA

No further action is to be taken against Britain’s first youth police and crime commissioner, who stepped down from the role over offensive comments she made on Twitter, police have said.
Top tips
Go Google yourself

**Applicant A: Negative Nathan**
Nathan's first page of results is littered with frat party pics, explicit tweets and a forum post from an angry ex.

**Applicant B: All-Star Anna**
Anna's results back up her qualifications. She interned for several companies, contributed to an industry blog & made the deans list.

**Applicant C: Irrelevant Irene**
You don't learn anything relevant about Irene. All of her results are about other people with the same name.
Get a LinkedIn profile

• This is your online CV
• Vital for job hunting...
• ...and researching companies
Keep in manageable
Keep it up to date
Join the conversation

- Identify relevant LinkedIn Groups
- Follow influential people on Twitter
- Connect with people on LinkedIn
Have an opinion

- Be interesting
- Show your personality
- BUT remember it’s public
Keep your personal life private
Key take outs

• Stay active online – and get a LinkedIn profile
• Be interesting and engage with others
• Review your privacy settings!
Good Luck!

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