



# 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

theguardian

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## 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

Press Association  
theguardian.com, Sunday 21 April 2013 15.12 BST

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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.

twitter



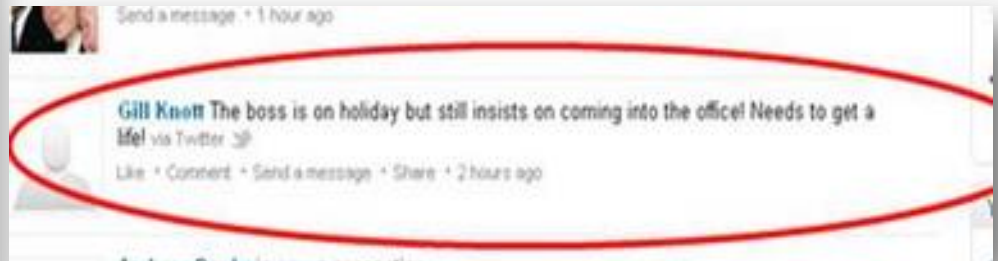
Gill Knott  
@Gillybilly

Follow

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



LinkedIn



KAZO

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

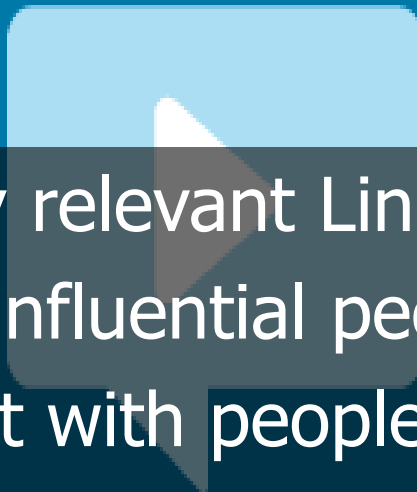


Keep it up to date





# 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



The image is a composite graphic. At the top, the text "Keep your personal life private" is displayed in a large, black, sans-serif font. Below this, a screenshot of the Facebook "Privacy Settings" page is shown. The page header includes the "facebook" logo, a search bar, and navigation links for "Home", "Profile", and "Account". The "Privacy Settings" section lists several categories with icons and brief descriptions:

- Personal Information and Posts**: Control who can see your photos and posts on your wall.
- Contact Information**: Control who can contact you via phone, email, and instant messaging.
- Friends, Tags and Connections**: Control whether your friends, photos, and posts are visible to the public.
- Search**: Control who can see your search history on search engines.
- Applications and Websites**: Control what information is available to third-party applications and websites.
- Block List**: Control who can interact with you on Facebook.

Overlaid on the right side of the settings page is a photograph of a shirtless man with a surprised expression, wearing yellow eye tape. In the foreground, centered over the man's chest, is a large, blue, rounded square icon with a white lowercase "f", representing the Facebook logo.

# Key take outs

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

Lets get digital.



Good Luck!

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