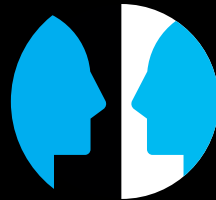




MANAGING YOUR ONLINE PRESENCE



FOUNDATION
RECRUITMENT



Your Online Presence

When employers receive a CV or conduct an interview, there's a high chance they will search the candidate online during their deliberation process. As such, we strongly advise that the only information available to your potential next boss is that of which you are proud of!

As a general rule, it's best to keep your Facebook, Instagram and Twitter profiles – intended for more social based interaction – private. LinkedIn should be the only profile you want visible to a potential employer.

Creating and managing a strong LinkedIn profile is becoming increasingly important. Here's why: LinkedIn has over 500 million users and is constantly growing. With this phenomenal developing rate, it is not surprising that it has become an essential and reliable tool for recruiters and employers.

LinkedIn offers fast and specific hiring solutions, allowing recruiters to search through candidates quickly and to head-hunt the top talent, therefore, you need to ensure you can be found easily and your profile impresses. In the latest LinkedIn report, it is clear passive candidate recruiting is becoming increasingly more common, proving it is critical your LinkedIn profile represents you in a professional, positive manner whether you are actively looking for a job or not – you might be in the future.

If you are in the market for a new role, your LinkedIn needs to be updated and monitored regularly so it presents you in the best light possible. It is an opportunity to provide details you can't fit on your CV, recommendations from previous employees and to demonstrate your client relationships, industry knowledge, skills and certifications.



LinkedIn Profile

Here's a few quick wins that we think make your profile look more professional and more attractive to successful businesses:

- Have a corporate photo; make sure your appearance is no different to how you would present yourself at an interview. A photo is also helpful when networking, if you leave an event with 10 business cards and try to locate them on LinkedIn – a photo will make this easier and more successful, giving you a better chance of being found.
- Post blogs. A blog can demonstrate your writing ability, your industry knowledge or your passion for a sector. They demonstrate your work ethic and certainly separate you from other candidates.
- Change your headline; include more key words so you can be found easier and frequently by potential employers, for example, rather than 'Head of Recruitment' you could use 'Head of Global Recruitment for International Mall Management'.



- Custom your public profile link and add this to your CV or business cards e.g. uk.linkedin.com/in/username
- Try and get recommendations off managers, clients or even colleagues. If you have them presented on your profile it will definitely impress potential employers.
- Add volunteer experience, extra skills, and certifications; anything that demonstrates your abilities and unique offerings you can bring to an organisation, gives an insight to your personality or proves your qualifications, will give you an edge over other candidates.
- Be active, do weekly updates containing; images, videos, slide shares, blogs, and mix up the content with; market news, company promotion, leadership and sector news. This will keep your profile appearing in front of your connections, and if you get activity on your posts, it will broaden your audience, increasing your chance of being headhunted.
- Finally, take the time to endorse those that you feel warrant your recognition. Hopefully they will endorse you back! For the invites that you do not get a positive response from, don't be offended or take it as a snub. By restricting yourself to sending invites only to people who can see the relevance in connecting to you, you are more likely to be received positively.