Managing your Online Presence

You know those party photos your friends tagged you in on Facebook at the weekend?

Your new employer does too!

Over 90% of recruiters and HR professionals refer to social media to decide whether to hire you.

We're not asking you to disappear or delete everything. It's about keeping your profiles interesting and relevant. Most importantly, adding a single step into your existing process – consideration. Consider not only what you post, but how you post it.

Search yourself and analyze what shows up online. Anything you want to improve? Immediately tackle and correct areas of vulnerability. Speed matters. The longer something negative appears online, the more damage it causes. It's natural to be concerned with negative publicity or unflattering photos. But be equally concerned if nothing shows up in your search results. If you have no digital footprint, create one today.

Some top tips to managing your online brand:

- Don't let anyone else create your profiles
- Privacy settings are there for a reason – use them. Keep personal information to a minimum.
- Make your LinkedIn profile work as hard as possible
- Twitter- Maintain a good balance of professional and informal tweets to show your personality
- Blogging in a professional capacity can help enhance your online personal brand
- Include links to your online profiles, personal website and/or blog in your email signature
- Use professional photos