

## Developing a Professional Online Presence

Source: <http://asccareerservices.osu.edu/sites/asccareerservices.osu.edu/files/Building%20a%20Professional%20Online%20Presence.pdf>

Social media sites such as Facebook, Twitter, LinkedIn, Pinterest, and blogs can be a great resource for networking and establishing an online identity. By creating and maintaining professional profiles, you can connect with potential employers, highlight your skills and experiences, and build a professional brand that makes you stand out.

### **Where to Start**

- Decide which version of your name to use. Being consistent (full vs. nickname) will create a clear identity and make it easier for potential employers to identify you.
- Define yourself. Write a profile headline that is clear, concise, and memorable. Think of it as a personal slogan – you want people to remember it.
- Highlight your skills. Share your work. For example, post sample work and link users to your professional LinkedIn account or website.
- Choose an appropriate photo. Dress in professional attire and choose a high-quality image. Pick a photo with a high pixel count. This is the first picture people will see of you. What do you want them to think?

### **Now what?**

- After you've established an online identity that is clear and memorable... Connect! Add or follow professionals. Networking is one of the best ways to learn about job and internship openings, opportunities for development, and general career advice.
  - American Mathematical Society: <http://www.ams.org>
  - Mathematical Association of America: <http://www.maa.org/>
  - Society for Industrial and Applied Mathematics: <http://www.siam.org/>
  - American Statistical Association: <http://www.amstat.org>
  - Minneanalytics: <http://minneanalytics.org/>
- Add value. Continue to update your profile. Add your education, the new skills you've learned, and show what you represent.
- Update. Update your status with current news in your field of interest. Tweet or share interesting articles. Share your own work and thoughts – remember to keep it professional.

## Use LinkedIn ([www.linkedin.com](http://www.linkedin.com))

- A *career-centered* version of Facebook.
- Highlight your skills and achievements. Continue to update your profile so that it accurately reflects all of your areas of expertise.
- Join groups. Join industry, alumni, and personal interest groups and actively participate in discussions. This is a great way to begin networking with like-minded people.
- Network. Add connections to people you know, and search for people who have a job similar to what you want to do so you can begin to connect.

## Building a Professional Student LinkedIn Profile

Source: <https://www.linkedin.com/pulse/show-youre-pro-10-tips-how-build-professional-linkedin-craig-marett>

Think of your LinkedIn profile as an interactive business card. It's a summary of your professional experience, interests, and capabilities that is designed to attract the attention of important people who are searching for you online — recruiters, networking contacts, and grad school admissions officers. A strong profile may be a key differentiator in the job market.

### 1. Craft an informative profile headline

Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand.

### 2. Display an appropriate photo

Remember that LinkedIn is not Facebook. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone. Party photos, cartoon avatars, and cute pics of your cat don't fit in the professional environment of LinkedIn.

### 3. Show off your education

Be sure to include information about all institutions you've attended. Include your major and minor if you have one, as well as highlights of your activities. It's also appropriate to include study abroad programs and summer institutes. Don't be shy — your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you've won.

### 4. Develop a professional summary statement

Your summary statement should resemble the first few sentences of your best-written cover letter — concise and confident about your goals and qualifications. Remember to include relevant internships, volunteer work, and extracurricular activities. Present your summary statement in short blocks of text for easy reading. Bullet points are great, too.

### 5. Fill your “Specialties” section with keywords

“Specialties” is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the LinkedIn profiles of people who currently hold the kinds of positions you want.

## **6. Update your status often**

A great way to stay on other people's radar screens and enhance your professional image is to update your status often, at least once a week. Tell people about events you're attending, major projects you've completed, professional books you're reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call.

## **7. Show your connectedness with LinkedIn Group badges**

Joining Groups and displaying the group badges on your profile are the perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university's LinkedIn group as well as the larger industry groups related to the career they want to pursue.

## **8. Collect diverse recommendations**

Nothing builds credibility like third-party endorsements. The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors.

## **9. Claim your unique LinkedIn URL**

To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to "public" and claim a unique URL for your profile (for example: [www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)). This also makes it easier to include your LinkedIn URL in your email signature, which is a great way to demonstrate your professionalism.

## **10. Share your work**

A final way to enhance your LinkedIn profile is to add examples of your work or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your website or blog. Through Applications, you can share a PowerPoint or store a downloadable version of your resume.