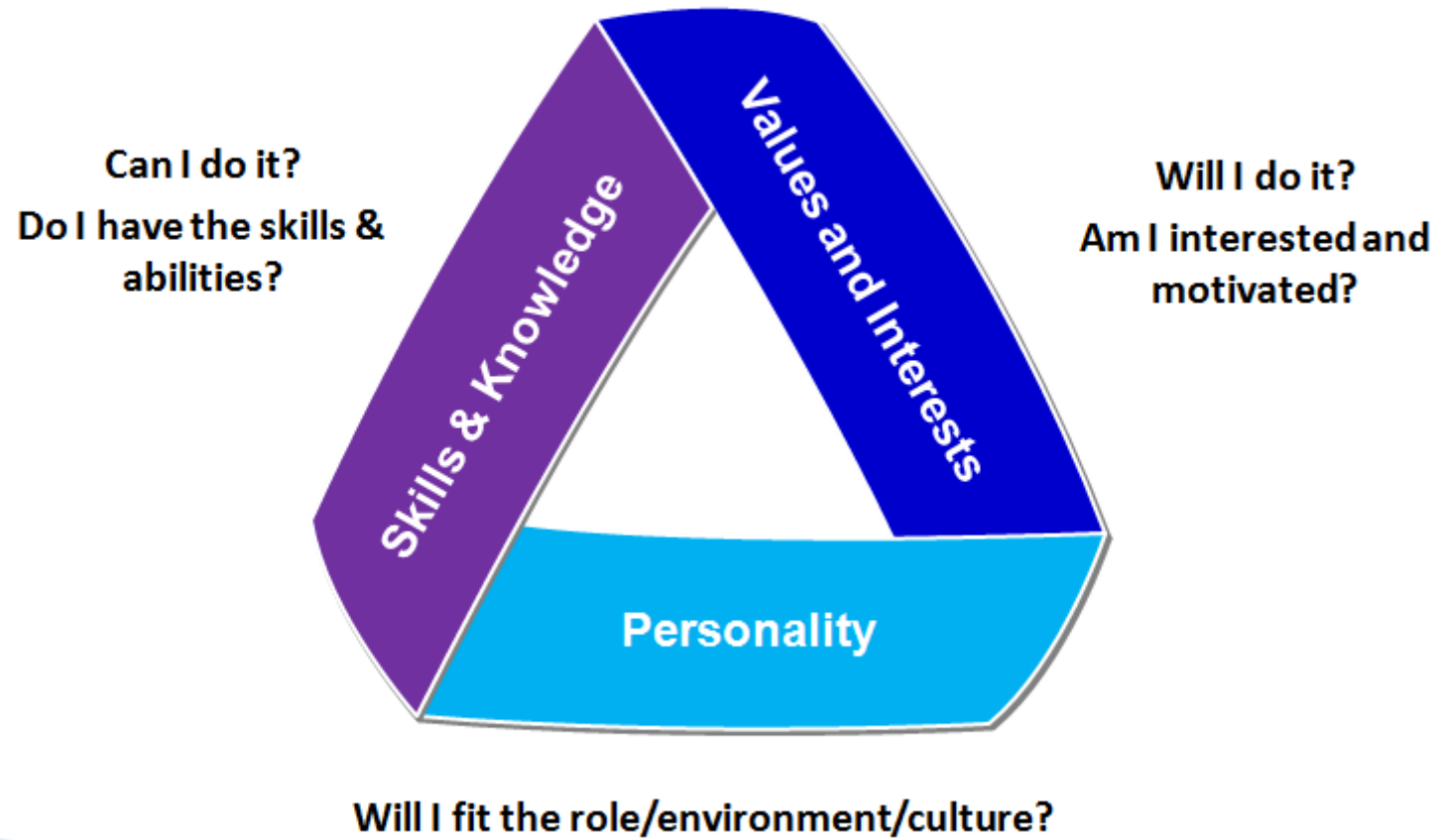


Linked  **in**®

My career profile



Online Professional Brand/Presence

Do you think potential employers will check your social media profiles.

In fact 93% of them will check out a potential candidate before deciding who to hire.

Introduction to LinkedIn -Video



https://youtu.be/UVzyLK_0i7s

LinkedIn Profile Tips

- Check out Jeff Su Top 5 LinkedIn Profile Tips.
- To remove background images from your photo go to [Removebg.com](https://remove.bg)
- To get background images for your photo including LinkedIn Banner etc. go to Canva.com



Duration 10.22min.

Your LinkedIn profile...

- Gives you a professional online presence
- Allows you to build relationships with people in your area of interest
- Keeps you up to date with developments in the sector - discussions in groups
- Acts as a great tool for research - individuals, career paths, companies
- Helps you source advertised opportunities
- Assists you in preparing for interviews

LinkedIn groups...

Informal communities formed around industries, professions & niche topics

- Examples: [DIT Graduate Network](#), Industry groups related to your chosen career, Professional Associations, Volunteer Groups, Country specific groups (if travelling)
 - ✓ Excellent source of information
 - ✓ Facilitates networking
 - ✓ Group members can send each other 'private' messages without being connected on LinkedIn
 - ✓ Group members get 4x the number of profile views

How can you control your online presence?

1. Check your online presence

Google themselves to see what comes up. What could they do to change the impression they're giving so that their personal brand is as strong as possible?

2. Increase your profile

Are there other ways they could promote themselves, for example with a personal website or by writing a blog relevant to the field they want to be in?

3. Take care about what you share

Think about what they're sharing on social media: does it fit with their personal brand? Will potential employers be impressed with what they see?

How can you control your online presence?

4. Associate with the right brands

Who they connect with reflects strongly on who they are, and can also help them spread awareness of their personal brand.

5. Evolve

Their personal brand will change over time, so make sure they revisit it often.