



ONLINE PRESENCE

YOUR DIGITAL FOOTPRINT

Creating a professional online presence is really an extension and application of your professional and personal image. You should approach the online world as your digital footprint since increasingly employers are scouting potential candidates online as a standard element of the screening process. You should ensure that you are conducting yourself online with a sense of purpose and an acknowledgement that anyone could be viewing your activity. As such, you need to make sure that your personal life and your brand aren't in apparent conflict, and that your online activity maximizes your potential for employment.

LINKEDIN

LinkedIn is the leading network for business professionals. LinkedIn users include recruiters, executives, HR directors, and influencers from all areas of the business world. It allows you to easily make networking connections and introductions to key players, as well as conduct target research and learn about corporate cultures and values. LinkedIn also allows potential employers to view your profile after meeting you at a recruiting event such as an information session. We encourage all Rotman Commerce students to create a LinkedIn profile and we have workshops and experts on staff to help you. We also have a professional photographer come in to take students profile photos.

LinkedIn is a vital and user-friendly tool in your job search, as it offers several communication options and search parameters.

TIPS

- Add a professional-looking profile photo. A headshot is best. Add a background photo to brand your industry / career goals.
- While you are building your profile and doing your research, adjust your privacy and update settings so your network will not receive notifications whenever you update or change your profile information. You can also make yourself anonymous, allowing you to conduct research privately.
- Stand out with a keyword-rich headline that describes your [personal value proposition](#).
- Join Groups and follow companies in your industry, especially those to which you may consider applying.
- Ask for recommendations from past or current colleagues

LINKS

[LinkedIn Profile Worksheet](#)
[LinkedIn Checklist](#)
[LinkedIn Etiquette Guide](#)
[LinkedIn - Student Careers](#)

FACEBOOK

Facebook is the world's leading social network, and most people consider it to be a fun personal resource for connectivity. However, it is an increasingly vital tool for business—recent statistics show that nearly 85% of North American businesses are now using Facebook to post



ONLINE PRESENCE

events, jobs and networking opportunities. With this in mind, you will want to leverage your social media activity to grow your network, while bearing in mind that not everything you want to share should be seen by the companies you are attempting to connect with.

TIPS

- Edit your privacy setting so that you can control the audience. Posts, photos, and other highly personal content should be seen only by your friends. Alternatively, you can approach content from a broader perspective—simply don't share anything that you wouldn't want anyone/everyone to hear.
- Join the [Rotman Commerce Facebook](#) page to keep up to date on current events at the Career Centre and across the program.
- Actively network by following pages of organizations in which you have interest, and monitor and interact with their content. This ensures that you are informed about their latest initiatives or emerging trends.

TWITTER

Since Twitter first emerged in 2006, it has become one of the biggest and most rapidly growing social networks. With over one billion accounts, it has tremendous reach and has become a vital tool for brand awareness and management. The vast majority of companies who use Twitter post at least once per day, so really it is a massive ongoing conversation between users of all types. That being said, it is important to recognize how to integrate this platform in your career.

TIPS

- Keep your profile focused on potential employers. Use a professional description of yourself to attract recruiter interest, and try to use a professional-sounding username.
- Follow for *quality* rather than quantity. One of the challenging aspects of Twitter is the sheer number of profiles and the amount of reposted information. Follow only those people you are genuinely interested in connecting with, in order to avoid becoming lost in the slipstream of information.
- Follow leaders in your industry or profession. Often these accounts can be a source of knowledge and insight, and sometimes you can even converse directly with those people.
- Join in on community career discussions with your favourite organizations!

INSTAGRAM

Instagram has grown from a simple photo-sharing app to be one of the biggest and fastest marketing tools in the world. With over 300 million active users, it represents a haven for anyone looking to test a brand, connect with tastemakers, or engage with an active marketing community. Many companies use it to share the visual side of their brand or the nuances of their corporate culture, so it can be a strong resource for anyone looking to learn more about what it's actually like "inside" any given organization.



ONLINE PRESENCE

TIPS

- If possible, use the same name for your Twitter or other social media accounts. This helps to link your online identities and since content is often shared across platforms, it makes it easier for people to track or attribute content.
- Use photos that visually embody your personal brand, and include fairly relevant hashtags you use on other social media.
- Engage with the content: follow, share, and comment on the photos of leaders or brands that you are researching.
- Follow our Rotman Commerce Instagram account!

DO'S and DON'TS of SOCIAL MEDIA

DO

- ✓ Have social media profiles.
- ✓ Make sure your LinkedIn profile is updated on a regular basis.
- ✓ Be conscious about what you post, where you post it, and who can see it!
- ✓ Post interesting, thoughtful, and relevant content.
- ✓ Check out social media accounts of organizations!

DON'T

- Post negative or obscene content on your social media.
- Identify yourself as 'unemployed' or 'jobseeker' on social media.
- Forget to be consistent.
- Use an inappropriate photo as your profile picture.
- Forget to interact.

ROTMAN COMMERCE ON SOCIAL MEDIA

Keep in touch with us on social media! We're on Facebook, Twitter, YouTube, and LinkedIn.

Rotman Commerce General Social Media Links

Facebook: [Rotman Commerce at the University of Toronto](#)

Twitter: [@RotmanCommerce](#)

LinkedIn: [Rotman Commerce Group](#)

Rotman Commerce Alumni

LinkedIn: [Rotman Commerce Alumni Network Group](#)

TOOLS

- [Scrubber](#): clean up your social media and find what potentially inappropriate content is currently public on your profile.
- [How to take a great headshot](#) on a budget.
- [Social Media Checklist for Job Seekers](#)



ONLINE PRESENCE

EMAIL ETIQUETTE

Want to get your email messages read by prospective employers and recruiters? There is a formula to it! Here are tips for sending an email when job hunting, including choosing an email account, formatting your email messages, what to put in the Subject Line of your message, how to create an email signature, and the best way to send email messages when job searching.

Email Accounts

When you're looking for a job, it's a good idea to set up a special email account just for job searching. That way your professional email won't get mixed in with your personal mail.

Ensure you are always checking your University of Toronto email. All correspondence from the Career Centre will be sent to your official UTor ID. If you do not plan on using your U of Toronto email make sure you go into the RC Portal to set up your forwarding address.

TOOLS

[How to Format an Email](#)

TIPS

- Avoid making a general demand – “Do you know of any jobs that would be good for me?” This sort of question is overwhelming and it puts an undue burden on your contact. If you feel that it's appropriate to ask them for an introduction to someone else, draft the email for them to forward along so that you're in control of what they say about you AND you've saved them time.
- Remember that you are never the ONLY ONE emailing an alumnus or professional for an informational meeting – be mindful of this.
- Don't be aggressive or long-winded in your email; keep it short and sweet.
- Subject line – be specific so the person knows ahead of time what your note will be about.
- Provide a brief introduction of yourself then acknowledge how you found their name and politely ask if they would have capacity to meet with you in the coming weeks. Don't ask to meet them ASAP or give specific dates/times – you need to be FLEXIBLE with their schedule not vice versa.
- Don't attach your resume to the email – this can be emailed to them after you meet if they ask for it. Include your LinkedIn URL at the bottom of your signature so they can easily look you up (they will, anyway).
- If you don't hear back, you can send a reminder email a 1-2 weeks after your original email – but if they still don't respond, leave it – assume they're busy and always keep in mind what may be going on in their workplace, i.e., was there an M&A announcement; are they in finance and it is quarter, month or year end?