

# Online presence

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## Creating your digital footprint

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.

## Using online platforms effectively

### LinkedIn

This 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.

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

Tips for LinkedIn:

- Add a professional-looking profile photo. A headshot is best. Add a background photo to brand your industry/career goals.

- Add visuals; if you have both a professional and background photo, views on your profile can increase.
- 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 knowledge, skills, experiences, and interests. In fact, sprinkle key words throughout your profile.
- Join groups and follow companies in your industry, especially those to which you may consider applying (i.e. RBC4students is a group that RBC proactively uses get to know students better).
- Ask for recommendations from people you know and who know you, including your Rotman Commerce peers and professional colleagues.
- Follow organizations that interest you.
- Use hashtags so people can follow your content.

## Facebook

Recent statistics show that nearly 85% of North American businesses are now using Facebook to post events, jobs and networking opportunities. 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 for Facebook:

- 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 engage with.
- 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 an interest in and monitor and interact with their content. This ensures that you are informed about their latest initiatives, as well as emerging trends.

## Twitter

With over one billion accounts, it has tremendous reach and has become a vital tool for brand awareness and management. Most organizations who use Twitter post at least once per day, so really it is a massive ongoing conversation between users of all types. It is important to recognize how to integrate this platform in your career.

Tips for Twitter:

- Keep your profile focused on potential employers. Use a professional description of yourself to attract recruiters of 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.
- Follow leaders in your industry or profession. Often these accounts can be a source of knowledge and insight; sometimes you can even converse directly with those people.
- Join in on community career discussions with your favourite organizations!

## Instagram

Many organizations use this platform 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 like "inside" any given organization.

Tips for Instagram:

- If possible, use the same name you use on Twitter or other social media accounts. This helps to link your online identities. 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 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



- Create and build your profile completely
- Make sure your profiles are 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 accounts of organizations
- Give back and support others
- Use visuals
- Build relationships first



- Post negative or obscene content
- Identify yourself as 'unemployed' or 'jobseeker.'
- Forget to be consistent
- Use an inappropriate photo as your profile picture
- Forget to interact
- Forget to update your profiles regularly
- Spam or ask for favours immediately

## Rotman Commerce on social media

Keep in touch with us on social media! Rotman Commerce social media links:

- Facebook: [Rotman Commerce at the University of Toronto](#)
- Twitter: [@RotmanCommerce](#)
- LinkedIn: [Rotman Commerce Group Rotman Commerce](#)
- RC LINK: <https://rclink.ca/>