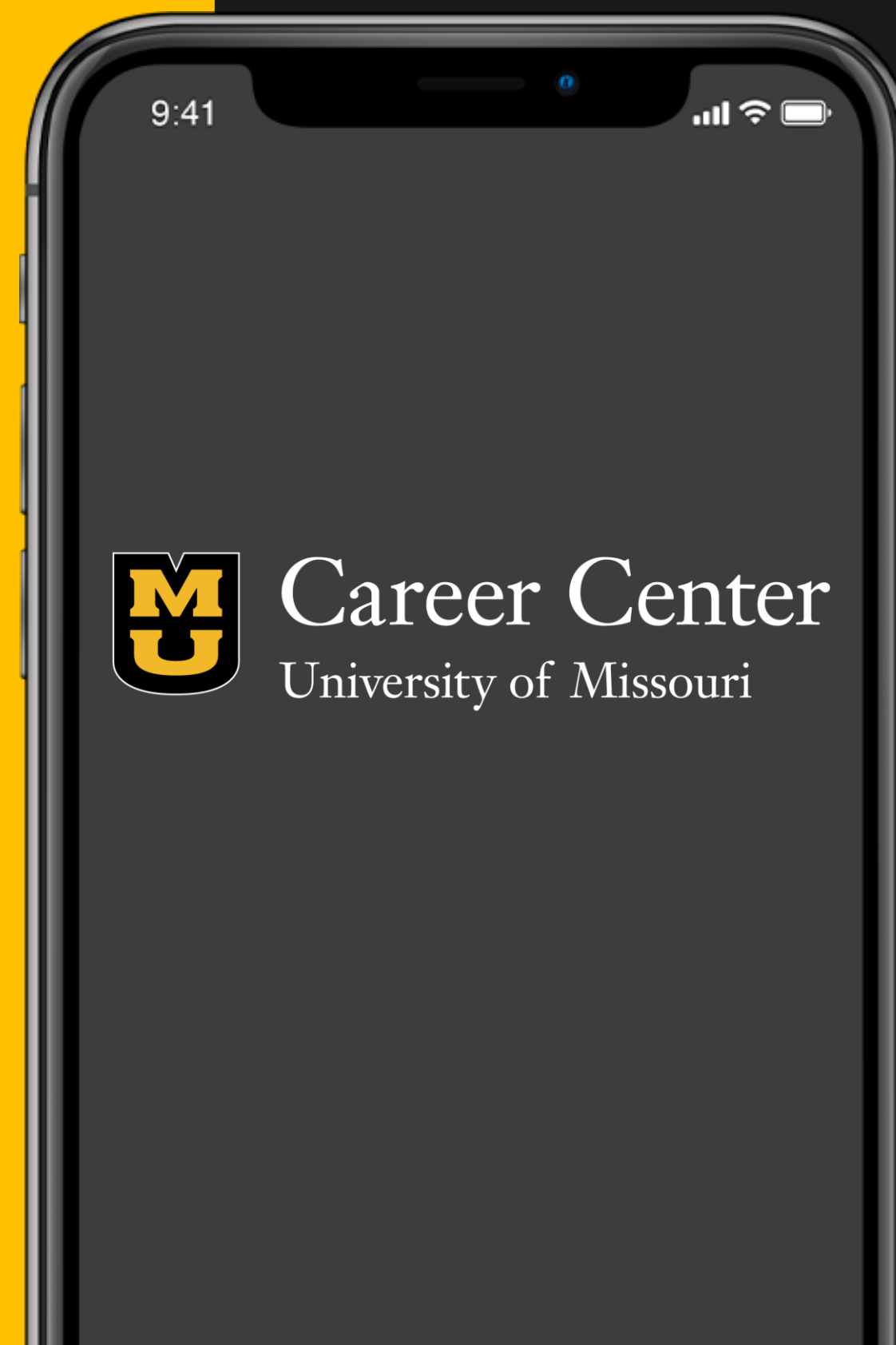


DEVELOPING YOUR ONLINE IMAGE



3 things to know about your online image



Employers use online tools to connect with candidates



LinkedIn can be incredibly useful



You can use other social platforms for career reasons



SOCIAL MEDIA

For you →

LEARN: What is out there?

CONNECT: Who is out there?

MARKET: Who am I? What can I do?

For employers →

FIND: Who would be a good fit?

VET: Can I learn about this candidate?

CONTACT: Are you interested in us?

**Employers are actively
using online tools.**



How students and employers like to connect



What are a student's favorite way to find out about and apply to jobs?

1. Job Boards

2. Friends and Family

3. Social Media

4. Employer Websites

What are the top ways employers like to recruit new talent?

1. Social Media

2. Employee Referrals

3. Job Boards

4. Virtual Hiring

Meet employers where they are recruiting: **social media and networking**

Social media channels used most for recruiting

87%

of recruiters regularly use LinkedIn



68%



48%



46%



35%

How recruiters leverage social media

66%

Post jobs

57%

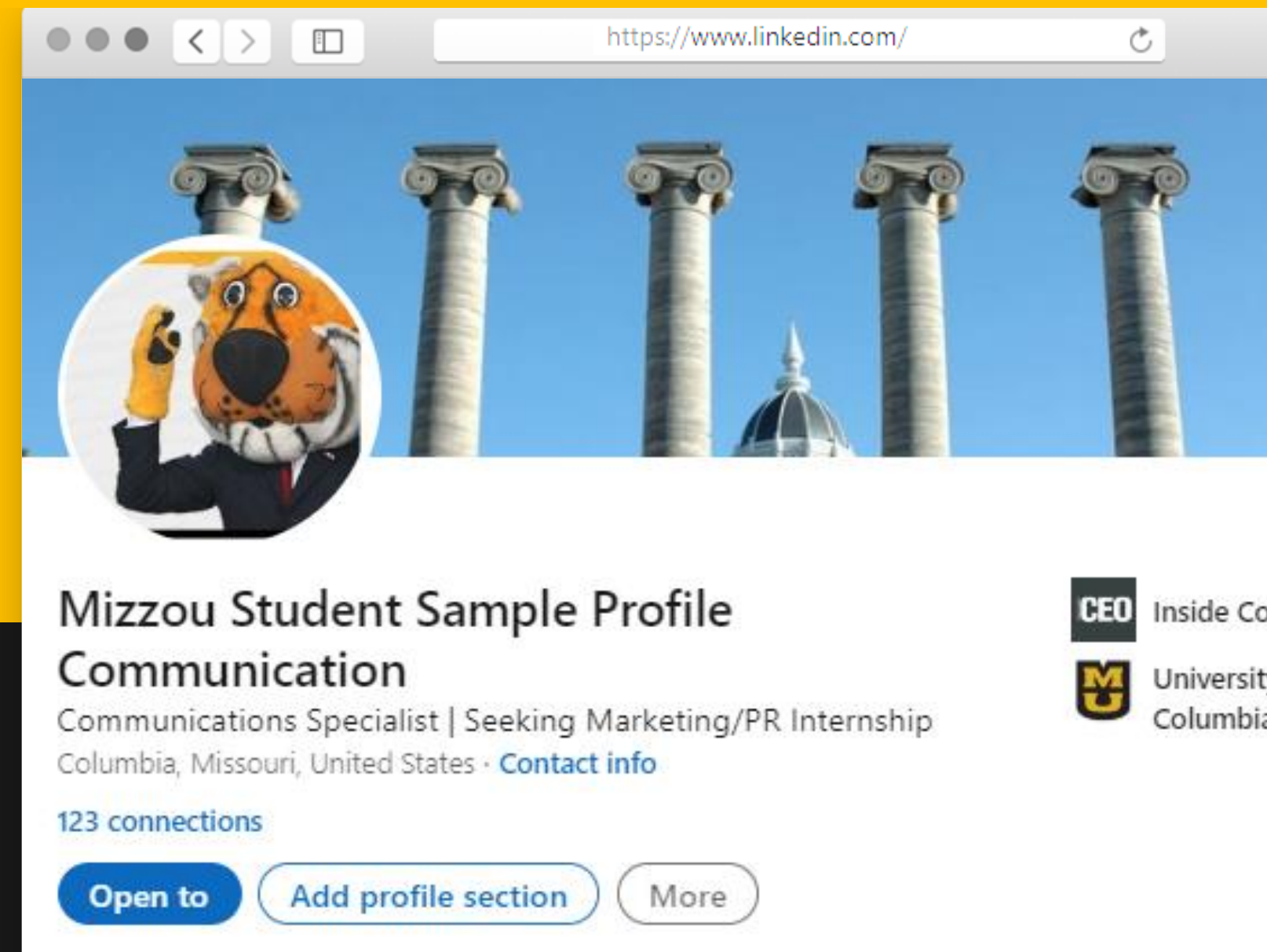
Build brand

47%

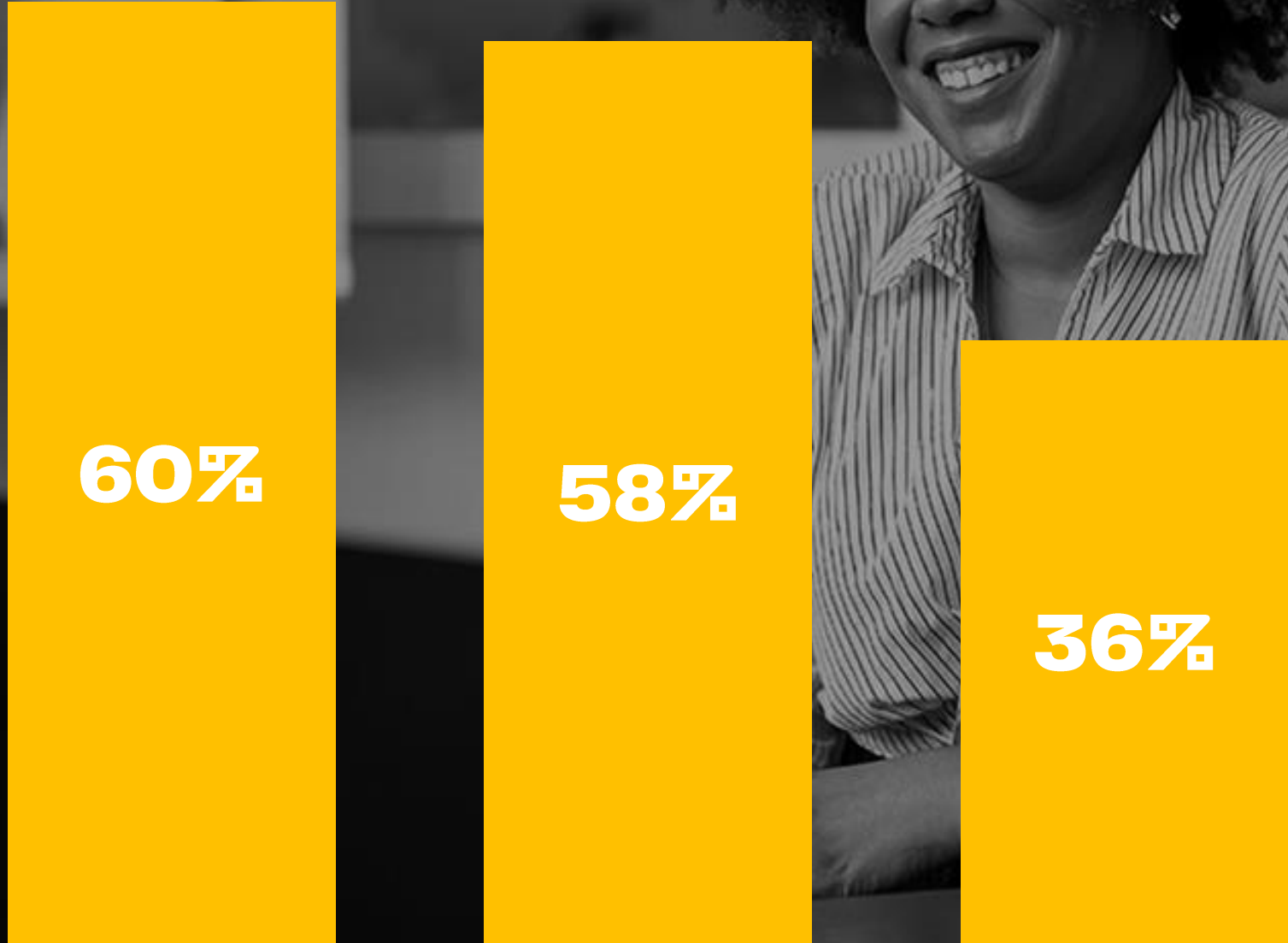
Source new candidates

30%

Vet new candidates



EMPLOYERS LOOK FOR

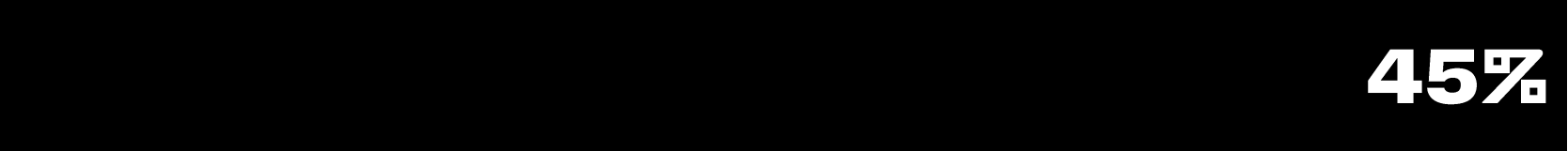


Engagement in local/national organization groups

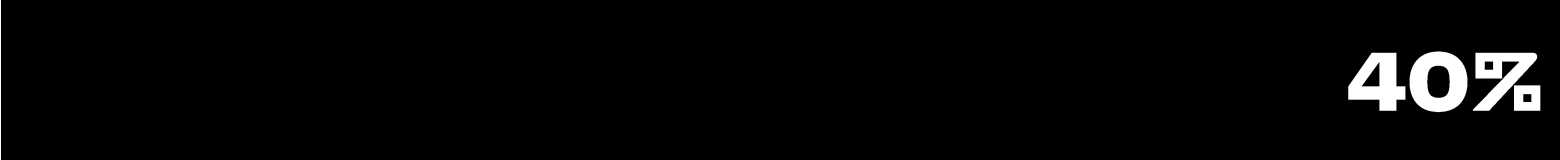
Examples of written or design work

Mutual connections

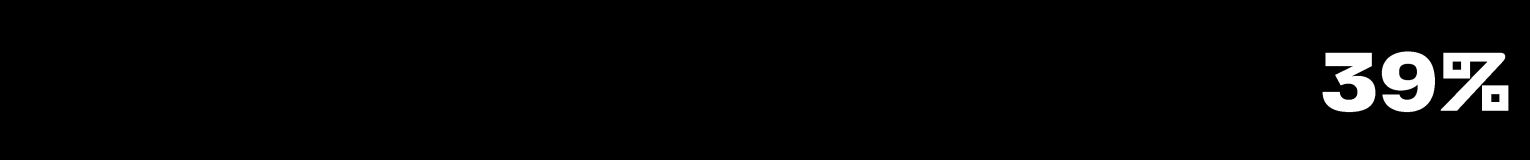
EMPLOYERS LOOK AWAY



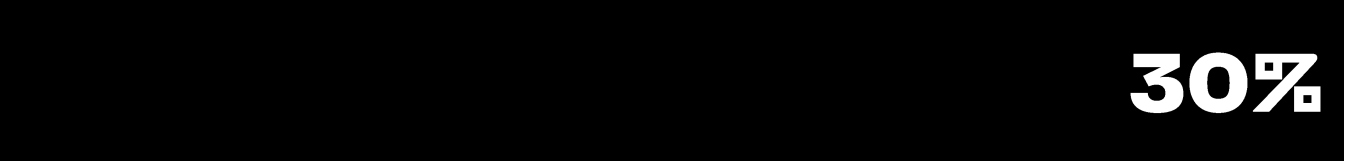
Spelling and grammar errors in posts



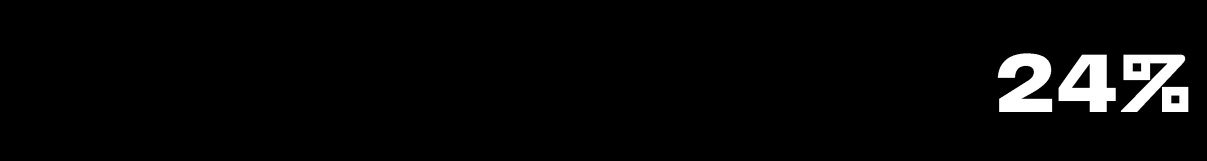
References to marijuana



Alcohol consumption



Political posts



Pictures showing skin



Considerations

When employers make decisions:

A polished image shows your initiative and motivation

You may not be more qualified than other candidates, but you stand out when but when your online information is:

Easy to find

Positive and professional

Shows off strengths and interests



A grayscale photograph of a person's hands typing on a laptop. The laptop screen shows the LinkedIn Recruiter.com Network page. The page features a search bar at the top, a navigation menu, and a main content area with a 'Start a conversation with your group' section and a post by Anne St. Hilaire. A smartphone is visible on the desk to the right of the laptop. The text 'LinkedIn is incredibly useful.' is overlaid in yellow on the center of the image.

LinkedIn is incredibly useful.

YOUR LINKEDIN PROFILE

Build your sections to show off who you are.

Bring up LinkedIn.com on a device if you have a profile, or take notes if you haven't started yet!



Edit public profile & URL



Sample Profile

CEO Inside Columbia Magazine
M University of Missouri-

Communications Specialist | Seeking Marketing/PR Internship

123 connections

- Open to
- Add profile section
- More

Add profile in another language

Mizzou Student, Supporting the Evolution of Cutting-Edge Technology



KYOCERA

Mizzou Student, keep up with the latest insights from KYOCERA Global

Follow

People Also Viewed

photo

title

link

Get your profile pic at our
SELFIE STUDIO

Come by and get a FREE LinkedIn profile headshot

Weekdays 9am-4pm

Lower level, Student Success Center



Add to profile

Add profile section

Core



Education, Experience (position),
and Skills

Recommended



Featured work, Certifications,
Courses at Mizzou, and
Recommendations

Additional



Volunteer, Projects, Honors,
Languages, Organizations, and
more

Add to profile



Core
Add to profile



Additional



Add even more personality to your profile. These sections will help you grow your network and build more relationships.

Add volunteer experience

Add publications

Add patents

Add projects

Add honors & awards

Add test scores

Add languages

Add organizations

Add causes

Introduce yourself in the About section.



On your device or on paper, note the following :

3-5 POWER WORDS/PHRASES, UNIQUE TALENTS, SKILLS AND STRENGTHS.

resourceful...relentless energy...calm under pressure...persistent...collaborative...empathetic...strategic

YOUR INDUSTRY KEYWORDS AND PHRASES.

quantitative research...women's health...grant writing...biogenetics...curriculum development... ergonomics...

WHAT YOU HAVE ACCOMPLISHED, CONTRIBUTED, AND WORKED ON.

I'm a research specialist...I'm a fearless public speaker...I'm an involved academic community member in...I work directly with...I'm an advocate in areas of...

YOUR MAIN CAREER GOAL.

aspiring to work in health care...seeking to join progressive lab team...who will give back by educating children...who will be a lifelong learner...contribute to a design firm...

GET STARTED NOW: PUT IT TOGETHER IN A PARAGRAPH OR SET OF BULLET POINTS.

Write one or two sentences to start your About section.

ACTUALLY USING LINKEDIN

Research people and employers to gain knowledge and connections



CURRENT NETWORK/CLASSMATES:
who are they connected to and what do their profiles look like?



PROFESSIONALS YOU HAVE MET:
follow up with a connection/message



HIRING MANAGERS and RECRUITERS:
anything unique to connect with them on?



ORGANIZATION LEADERSHIP/EMPLOYEES:
what was their career path?

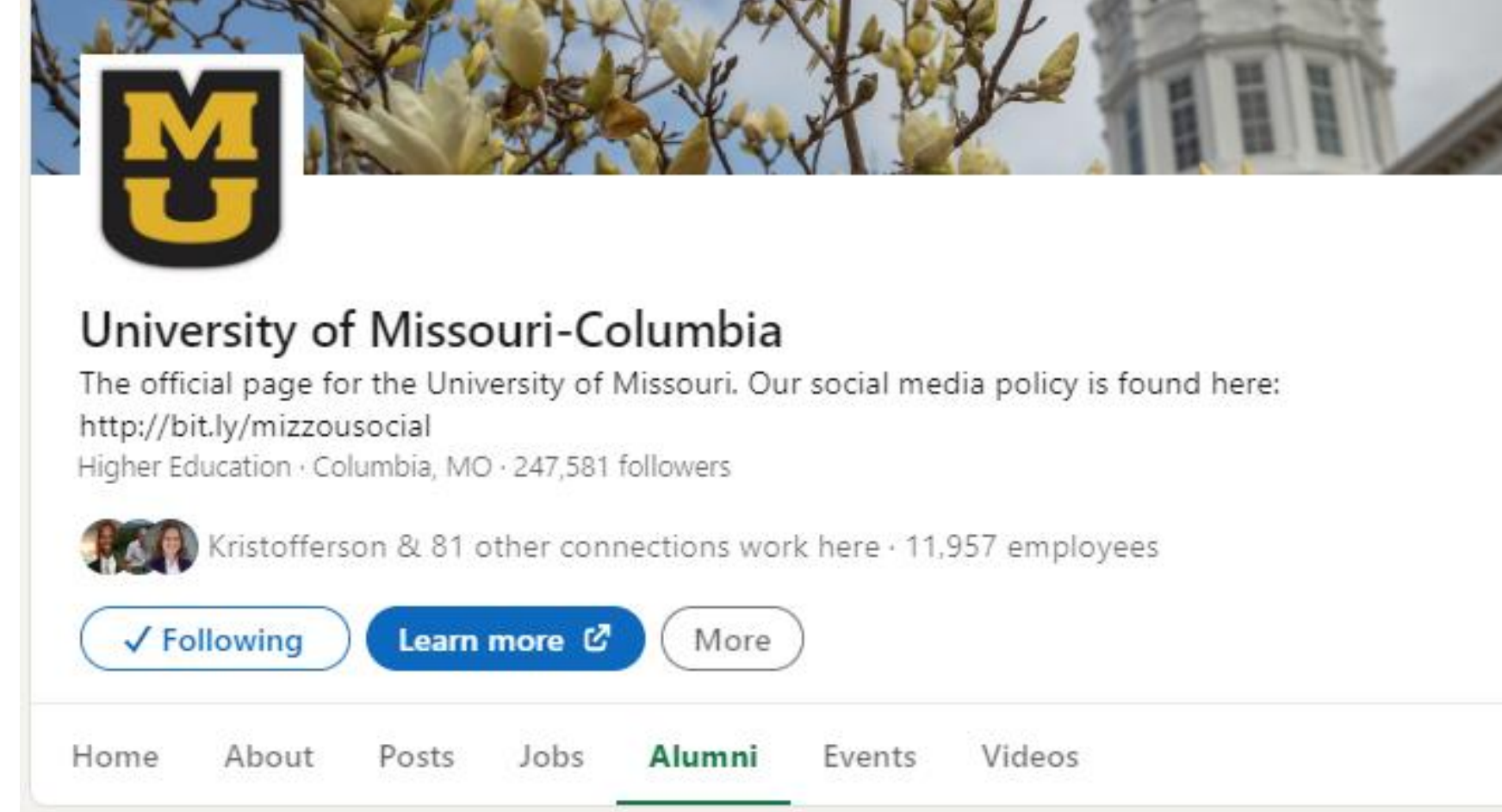


COMPANY PAGES:
about, jobs, people, feed



SEARCH MIZZOU ALUMS

Identify former students who can provide ideas about career paths and advice about how to best prepare



Search for "University of Missouri"

Select the Alumni tab

Filter

Filter alums by
Where they live
Where they work
What they do
What they Studied

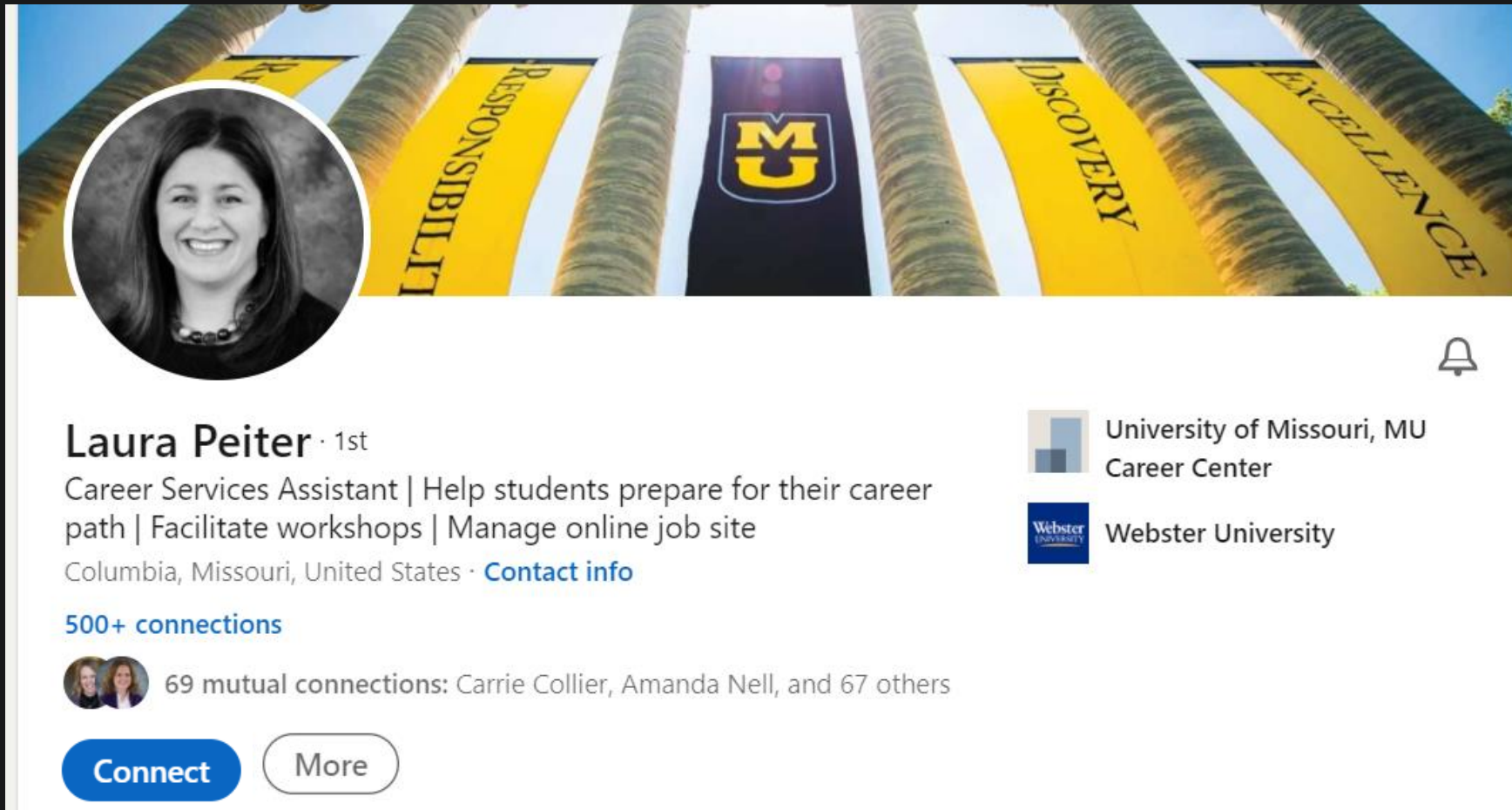
Review Alums

Filtered list will provide a number of alums who have followed a path interesting to you. Click on profiles to read their experiences and other profile information.

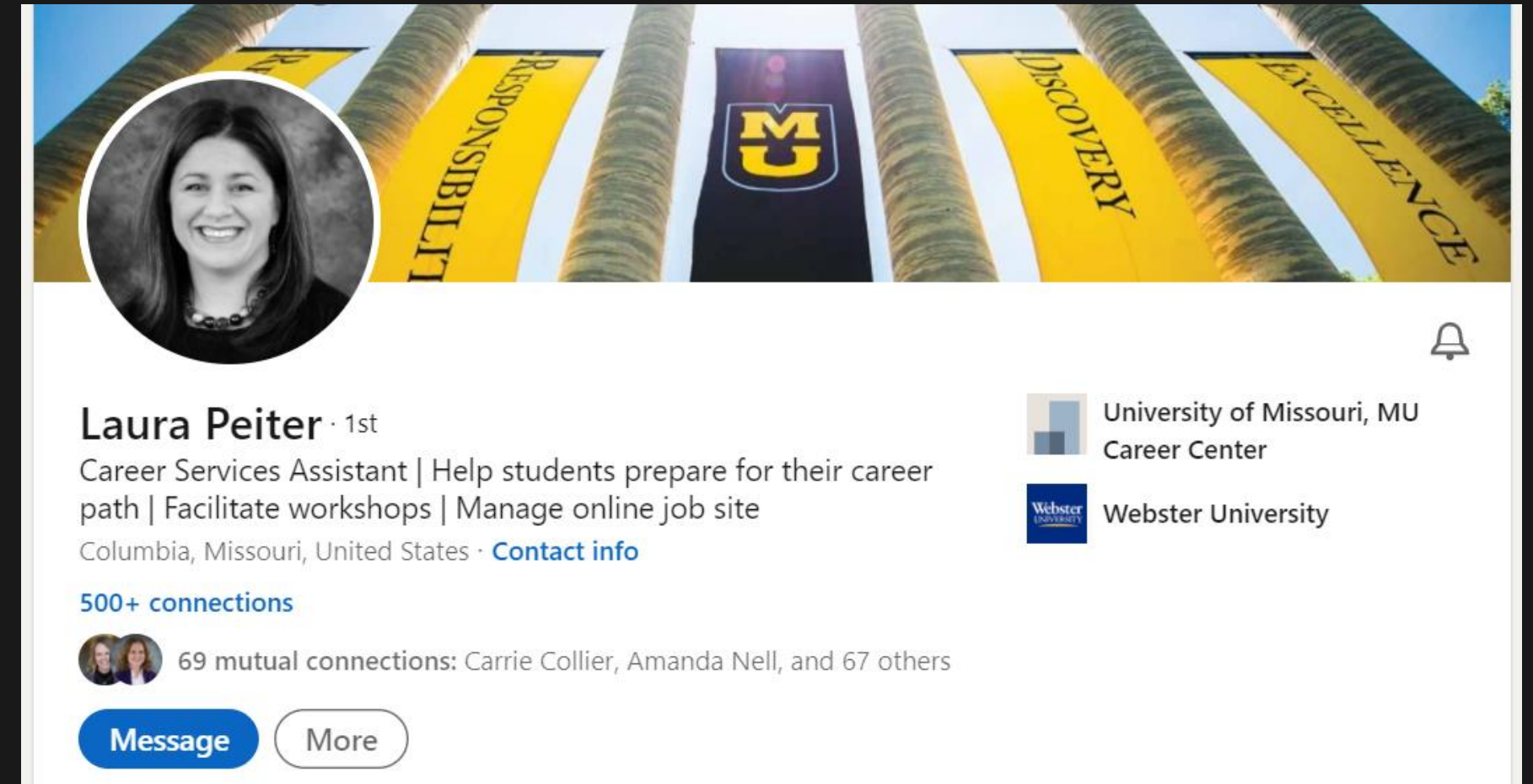
Connect to find out more

If interested, consider reaching out to request more information.





Profile picture of Laura Peiter. Header image with banners: RESPONSIBILITY, DISCOVERY, EXCELLENCE, and University of Missouri logo. Profile name: Laura Peiter · 1st. Title: Career Services Assistant | Help students prepare for their career path | Facilitate workshops | Manage online job site. Location: Columbia, Missouri, United States · [Contact info](#). Connections: 500+ connections. Mutual connections: 69 mutual connections: Carrie Collier, Amanda Nell, and 67 others. Action buttons: Connect, More. Affiliations: University of Missouri, MU Career Center, Webster University.



Profile picture of Laura Peiter. Header image with banners: RESPONSIBILITY, DISCOVERY, EXCELLENCE, and University of Missouri logo. Profile name: Laura Peiter · 1st. Title: Career Services Assistant | Help students prepare for their career path | Facilitate workshops | Manage online job site. Location: Columbia, Missouri, United States · [Contact info](#). Connections: 500+ connections. Mutual connections: 69 mutual connections: Carrie Collier, Amanda Nell, and 67 others. Action buttons: Message, More. Affiliations: University of Missouri, MU Career Center, Webster University.

Invite Laura to connect ✕

Build a quality network by connecting only with people you know.

Message (optional)

Hello Laura! I am a graduate student at the University of Missouri, you spoke at a workshop on campus regarding molecular physics and time travel. I greatly enjoyed your insight on these topics and would be interested in continuing the conversation. I hope we can connect, thank you!

17 / 300

Laura,

Hello! I want to thank you so much for connecting with me. I am hoping there would be an opportunity to take 20-30 minutes of your time via phone or Zoom to ask some questions about working in molecular physics? I am entering the field as a recent graduate and would value any perspective and advice you would share. Do you have any availability next week for a conversation?

Thank you in advance for your time!

Best,
Truman Tiger

What is informational interviewing?



What is it?

A conversation with someone working in an area of interest. A student initiates contact and prepares questions to learn more about the industry or position.

Why do it?

Highly effective way to gain knowledge, become connected, and develop confidence approaching others.

How do you do it?

Ask for 15–30 minutes of their time to speak in person or Zoom

Ask questions you are genuinely interested in knowing about

After: send a thank you and continue cultivating the relationship

What would you ask a professional?

What has your career path been?

What do you enjoy most and least about your job?

What qualifications are necessary? What should I be working on?

What advice do you have for me?

What do they wish you would have known as a college student?

Other LinkedIn Features



Job Board →

LinkedIn is a huge job and internship hub, where there are thousands of opportunities waiting for you to check out.

Groups and Hashtags →

Follow industry information and trends by joining groups, following hashtag topics of interest, and following influential people.

Feed →

Read what others in your network are currently doing, and once you get comfortable, start contributing to your feed with career related information and ideas.

**Use social platforms for
career reasons.**



Employers use platforms to **research, engage, and attract** candidates.

FOLLOW brands, orgs, companies

POST career-relevant info

HIGHLIGHT interests/accomplishments

ENGAGE professionals and join conversations

UPDATE profile and about section: positive pics, work & education

AUDIT and post smart: check for typos, privacy settings, pictures

Use Handshake to Connect

[HireMizzouTigers.com](https://hiremizzoutigers.com)

[Missouri.joinhandshake.com](https://missouri.joinhandshake.com)

Mobile App

Fill out profile fully (including career interests)

Search and apply for jobs and internships

Research employers and contacts

Peer and employer messaging

Attend events and engage

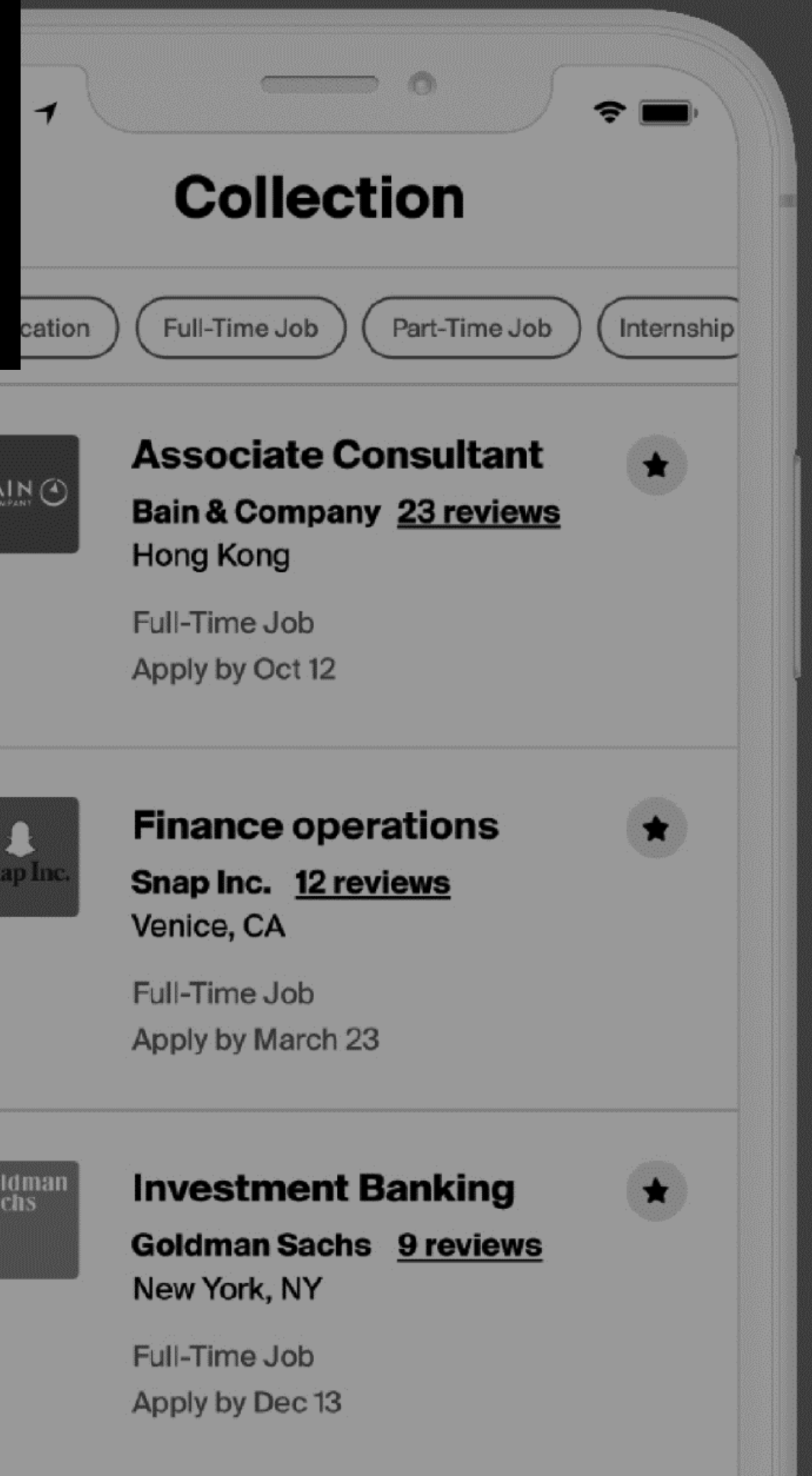
*Beforehand, use LinkedIn, Google, or Handshake to:

- Look up info on speakers

- Research positions

- Find information that you can speak to them about

- Follow up afterwards



3 things to do about your online image

01

Employers actively use online tools, so...

Meet them where they are: pay attention to your online image and engage with employers on platforms where they recruit.

02

LinkedIn is incredibly useful, so...

Get on LinkedIn as it continues to be the most-used platform to connect with professionals and show off your experience.

03

Use social platforms for career reasons, so...

Engage other social media outlets in your job search by adding career content and positive posts.



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HireMizzouTigers.com

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career@missouri.edu

CAREER EXPLORATION

Assessments
Major/Career Resources
Career Specialist Consultation

CAREER READINESS

Resume & Cover Letters
Interviews
LinkedIn Profiles
Job Search Strategies



Please **check in** to let us know you were here and tell us how we did!

