Faculty of Information, U of T
Isidora Petrovic, Careers Officer
We’ll talk about ...

- Why go online?
- LinkedIn
  - Why
  - Profile
  - Networking tool
  - Research tool
- Final tips
“It’s no longer enough to simply have a solid resume. Students now need a professional online presence.”

- Holly Paul, US Recruiting Leader

PricewaterhouseCoopers (PwC)
Why go online?

- Differentiate yourself
- Show your tech skills
- Reinforce your “brand”
- Be “findable”
- For international opportunities

- Because employers will be looking for you there!
Job Screening with Social Networks

How Are Employers Screening Job Applicants?

Do you use social networking sites to screen prospective employees?

- No: 9%
- Yes: 91%

During the hiring process, which social networks do you use to screen candidates?

- Facebook: 76%
- Twitter: 53%
- LinkedIn: 48%

During which phase of the hiring process do you look at social networking sites to screen prospective employees?

- After receiving an application: 47%
- After initial conversation with the prospective employee: 27%
- After detailed conversations with the prospective employee: 15%
- Right before making an offer: 7%
- Other: 4%

Have you ever rejected a candidate because of what you saw about them on a social networking site?

- Yes: 69%
- No: 26%
- I don't use those sites to screen prospective employees: 5%

Why have you rejected those candidates?

- Posted inappropriate photos: 11%
- Posted inappropriate comments: 11%
- Posted content about them drinking: 9%
- Posted content about them using drugs: 10%
- Posted negative comments about a previous employer: 11%
- Demonstrated poor communication skills: 11%
- Made discriminatory comments: 10%
- Lied about their qualifications: 7%
- Shared confidential information from a previous employer: 7%
- Never rejected a candidate because of information on a social networking site: 7%

Have you ever hired a candidate because of what you saw about them on a social networking site?

- Yes: 68%
- No: 27%
- I don't use those sites to screen prospective employees: 5%

Why have you hired those candidates?

- Gave a positive impression of their personality and organization fit: 39%
- Profile supported their professional qualifications: 36%
- Profile showed candidate was creative: 36%
- Showed solid communication skills: 33%
- Profile showed candidate was well-rounded: 33%
- Candidate had good references posted by others: 34%
- Candidate received awards and accolades: 24%
- Never hired a candidate because of information on a social networking site: 18%
LinkedIn

Why?

• Expand your network
• Connect with employers
• Research companies
• Find jobs
Why? Because it …

• demonstrates to employers that you are well versed in current internet and social media capabilities
• helps you to develop and showcase your "personal brand" or your online profile
• connects you to opportunities that are otherwise never made available to job seekers because they aren't posted on job boards
• builds your professional networking contacts, which are crucial to your job search
• allows you to research industries, companies, and positions of interest
• makes you visible to hiring managers, recruiters, and other decision makers

From: San Jose State University, School of Library & Information Science
Main Sections

• Photo
• Headline
• Summary – key words
• Experience
• Education
• Recommendations
• Groups
• Customize your URL:
  – e.g. http://linkedin.com/firstnamelastname
Privacy Settings

1. Settings (near your small picture)
2. Profile < Privacy Controls
3. Customize/Edit your Public Profile
Contacts

• Your network
• Colleagues you already know
• Former supervisors
• Friends / peers
• Family

• Would you give references for this person?
Asking to Connect

• “I’d like to add you to my professional network on LinkedIn” – default
• Add a greeting
• Add more details how you know each other or when you saw him/her last time
• End with ‘thank you’
• Customize your URL:
  – http://linkedin.com/firstname.lastname
What now?

• Complete your profile
• Grow your network
• Join relevant groups
• Increase your visibility:
  – Ask for recommendations
  – Ask/answer group questions
• Research companies
  – Follow companies
• Add LinkedIn URL to:
  – Your signature, resume, business card …
Final Tips

• Know why you’re online
• Know where you’re online
• Manage privacy
• Be active
• Be professional