Creating an Online Presence
That Will Take You to a ‘Hire’ Level

Joe Sindad
Career Counselor
University of Utah
80% of employers will do an online search using a candidate’s name to find information.
43% of employers say they have rejected candidates based on something they found online.
As mentioned in the previous slide, 80% of employers will use Google (or similar search engine) to look for candidate information. But, more specifically, they’re using social media too.

- 65% reported using Facebook
- 63% LinkedIn
- 16% Twitter
These were some of the top-rated qualities/traits they look for in candidates while online.

- 65% If the candidate presents himself/herself professionally
- 51% If the candidate is a good fit for company culture
- 45% More about the candidate’s qualifications
- 36% If the candidate is well-rounded
- 12% Reasons NOT to hire the candidate
What NOT to do...

Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.

Who is the hiring manager? I’m sure they would love to know that you will hate the work. We here at Cisco are versed in the web.

This is a real life example of a candidate that posted on his facebook wall. Need less to say, he was fired before his first day of work.
Where to start

...or try
BrandYourself.com

To get started, you must first know what’s out there about you. Google your name and check the first three pages of results. Find anything unexpected?
The next step is BANISH. Start deleting old accounts and start privatizing the content that is personal or unprofessional.
Start to hide content that you cannot delete. This could be your evil twin with the same name. The best way to do this is by creating new content and pushing it down in the google results. Google uses an algorithm that determines a site’s popularity based off of site visits and recent updates.
Let's start building.
- LinkedIn is the perfect professional network:  http://www.linkedin.com/in/joesindad
  - http://www.youtube.com/watch?v=t5dXsUx2Uhm&feature=player_embedded
- Google+ combines your professional and personal contacts and places them in 'circles':  https://plus.google.com/u/1/106103351163327137021/posts
- Wix is a free site builder that is ideal for building a professional portfolio:  http://www.iconicontent.com/#home/mainPage
Additional Resources

http://www.lynda.com/LinkedIn-tutorials/essential-training/73285-2.html

http://grads.linkedin.com