Evaluating and Expanding Online Presence

Review, evaluate, sanitize and expand online presence

- Consistent professional headshot on all profiles
- Consistent information dates/etc. on all profiles
- Limit/eliminate family photos
- Eliminate "social" photos.
- Only upload photos of you performing professional or worthwhile charity/volunteer efforts.
- All posts shall be positive and affirming and industry/issue specific
- <mark>Post as if the CEO at the firm/program which holds your dream job is stalking your FB or Linkedin profile… daily</mark>
- Only invite professional colleagues as friends/connections on your professional profiles.
- If you have "alternate" FB/Instagram/Flicker, etc. pages – assure a different email address is used than your professional profile(s). If the same email address is used, a savvy snooper can connect the dots between your "professional" and "alternative" profiles.

Review:
Should employers be able to use what you say against you?
[https://www.youtube.com/watch?v=DIKnS_q3L_Q]

- Google: "**Fired for online post**" – Review entries. Whether they should or shouldn't.. whether it is legal or not.. the truth of the matter is what you say online matters and can greatly impact your professional life, and even cost you a job/residency.