

Social Media & Your Digital Identity:

Four key steps to managing your online presence

A strong presence online will highlight your credibility and current status to future employers and allow them to contact you. Always remember, what you say online matters, it's permanent and memorable. Here are four tips to do just that!

1. Standing out from the crowd

Knowledge is so valuable, so live and breathe the industry you wish to pursue.

Always think about how you can demonstrate your unique value to employers.

2. Enhance your status online

Social media isn't just a tool to campaign about yourself; use it to highlight your commitment to your career and the industry you are in.

3. Be approachable

If you are open to hearing about new career opportunities, then make sure you are visible and approachable to prospective employers.

4. Privacy

It's important to be visible in the right places, but safeguard your privacy. If you use Facebook socially, do not leave it open. You still have LinkedIn, Twitter and blogs for your professional digital footprint.

The following pages look at the 12 steps of growing and maintaining a strong online presence.

Social Media & Your Digital Identity: 12 steps to a strong online presence

STEP 1: What's your one sentence story on LinkedIn?

Use the summary area to demonstrate who you are.

Specialities: these are key words linked together. This helps people find you via the LinkedIn search tool.

STEP 2: On LinkedIn, keep your role's responsibilities short and showcase success stories.

STEP 3: Use LinkedIn to join career focused groups of companies you are interested in working for.

Take part in their discussions, ask questions and keep up to date with relevant opportunities.

STEP 4: Get noticed on LinkedIn for your networking abilities, demonstrate your unique knowledge and commitment to your career.

STEP 5: List your online portfolio, twitter feed and blog on your LinkedIn profile.

STEP 6: When using LinkedIn, it's important to build up your network online, but if you haven't met someone, take the time to plan a relevant approach. Be clear and honest about why you're contacting someone.

Social Media & Your Digital Identity: 12 steps to a strong online presence

STEP 7: You have 160 characters for your bio on Twitter, so make them count.

Highlight your expertise, knowledge, current status and bring out your personality.

STEP 8: Follow the career twitter feeds of companies you are interested in working for.

Follow people who could be beneficial to your job search and thought leaders in your industry.

STEP 9: It's ok to use your Twitterfeed both personally and professionally. Just be wary of using inappropriate language out of office hours.

STEP 10: Connect with useful contacts by replying to their tweets and asking relevant questions.

STEP 11: You have 140 characters per tweet, think about what you are sharing; is this content interesting, up to date and relevant to your followers?

STEP 12: If you have any questions over the next few months, connect with the Social Recruiters at Nokia, who will always be happy to help. Speak to them on Twitter @NokiaCareers