BUILDING YOUR DIGITAL REPUTATION

Shawn Warner-Garcia
UCSB Graduate Division
pdpeer@graddiv.ucsb.edu

Photo credit: Stefano Principato
WHY SHOULD I CARE?

(Or: How are you going to make this worth my time, Shawn?)
**Current & Potential Employers**

In addition to background checks and references, current and potential employers may Google your name to see what else they can learn.

79% of recruiters and hiring managers screen job candidates by reviewing online information about them.

86% of hiring managers have told candidates they were rejected based on what was found online about them.
A growing percentage of recruiters are using these social networking sites to find job candidates.

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<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>LinkedIn</th>
<th>Twitter</th>
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<tbody>
<tr>
<td>2011</td>
<td>55%</td>
<td>87%</td>
<td>47%</td>
</tr>
<tr>
<td>2012</td>
<td>66%</td>
<td>93%</td>
<td>54%</td>
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</tbody>
</table>
WHICH SOCIAL MEDIA SITES ARE EMPLOYERS LOOKING AT MOST?

65% Facebook  
63% LinkedIn  
17% Other  
16% Twitter
WHAT HIRING MANAGERS ARE LOOKING FOR ON SOCIAL MEDIA

Most hiring managers say they’re using social media to discover more than what is usually revealed during a traditional interview. (Only 12 percent say they’re using it to uncover reasons not to hire a candidate.) The majority are scoping out social media to find out more about:

- If the candidate presents himself/herself professionally: 65%
- If the candidate is a good fit for the company culture: 51%
- More about the candidate’s qualifications: 45%
- If the candidate is well-rounded: 36%
- Reasons not to hire the candidate: 12%
WHAT IS YOUR DIGITAL REPUTATION?

- Partner activity (5 minutes)
  - Google your partner’s name
    - “Shawn Warner-Garcia” (use quotes)
    - Add +ucsb (or another school) if you have a common name
  - Make a list of 3-5 things you learned about your partner
    - Positive? Negative? Someone else?
  - Share & compare your results with your partner
  - Group discussion
    - What did you learn?
WHAT IS A DIGITAL REPUTATION?

Online Archive Of Information About You

WHAT YOU SAY ABOUT YOU  WHAT OTHERS SAY ABOUT YOU
WHAT IS A DIGITAL REPUTATION?

Common sources of information

- Registered Domain Names
- Social Media
- Content Sharing (i.e., Slideshare, YouTube, Prezi, Flickr)
- Academia.edu, Research Gate, Google Scholar Citations
- Blogs
- News articles
- Other: Amazon, Barnes & Nobles, stores that have profiles of you
SO WHAT CAN YOU DO ABOUT YOUR DIGITAL REPUTATION?
MANAGE YOUR DIGITAL REPUTATION

DEFENSIVE STRATEGIES
Clean up unprofessional content

OFFENSIVE STRATEGIES
Build an online presence

BOTTOM LINE
Use what you already know (social media, online search tools, your research) and make it work for you
DEFENSIVE STRATEGIES
DEFENSIVE STRATEGIES

- Clean Up Your Social Media Profiles
  - Facebook, Twitter, Flickr, YouTube
  - Untag/delete inappropriate content
    - Racy photos
    - Booze
    - Crazy ranting
    - Etc.

- Privacy Settings
  - Take Control
WHICH SOCIAL MEDIA SITES ARE EMPLOYERS LOOKING AT MOST?

65% Facebook

63% LinkedIn

17% Other

16% Twitter
FACEBOOK PRIVACY SETTINGS

Timeline and Tagging

Who can post on your timeline?

Who can see what others post on your timeline?

Review posts friends tag you in before they appear on your timeline

Who can see posts you've been tagged in on your timeline?

Review tags friends add to your own posts on Facebook

Who sees tag suggestions when photos that look like you are uploaded?

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Who can see posts you've been tagged in on your timeline?

Review tags friends add to your own posts on Facebook

Who sees tag suggestions when photos that look like you are uploaded?

Options:
- Everyone
- Friends of Friends
- Friends
- Close Friends
- Good Friends
- See all lists...
FACEBOOK PRIVACY SETTINGS

- View what outsiders see when they look at your Facebook profile

For more information, see: How to Hide Your Personal Information On Facebook
OFFENSIVE STRATEGIES
OFFENSIVE STRATEGIES

• Optimize your online presence
  • Create professional social media profiles
    • Facebook, LinkedIn, Twitter
  • Build a professional profile (i.e., e-portfolio)
    • Google Sites, Blog
  • Establish your expertise
    • Interact, network, and create content

• Share your social media pages and e-portfolio in your e-mail signature, resumes, cover letters
1. STAY CONNECTED
Employers look for an active social life, and like to see that you’re connected and engaged with friends on Facebook, LinkedIn, and Twitter.

2. BE YOUR MOST PROFESSIONAL YOU
Your social media profile and online interactions can reveal a lot about you. What impression do you want to give? Does your profile appropriately reflect the person you are and the type of company at which you’ll be happiest?

3. TREAT YOUR PROFILE LIKE YOUR RÉSUMÉ
Make sure the education, experience, interests, and skills you highlight in your profile are the ones you want employers to see.

4. BE ACTIVE, UPDATE OFTEN
Keep your accounts and profiles current and make sure your contacts, education, and job/internship history are up to date.
Torrey Trust

Ph.D. Student at UC Santa Barbara
Santa Barbara, California Area | Education Management

Post an update

Current
Graduate Student Academic Peer at Graduate Division at UCSB

Past
Measures of Effective Teaching (MET) Scoring Leader at Educational Testing Service (ETS)
Instructional Aide & Technology Coordinator at DC Scholars Stanton Elementary (DCPS)
Student Wellness Program Coordinator at University of California, San Diego

Education
University of California, Santa Barbara
San Diego State University-California State University

Recommendations
4 recommendations

Connections
231 connections

Websites
K-12 Tech Tools Wiki

Who's Viewed Your Profile?
Your profile has been viewed by 5 people in the past 15 days
LinkedIn Features:

- Publications
- Presentations
- Projects
- Recommendations
- Certifications
- Skills & Expertise
- Groups
- Upload images

WORKSHOP THIS AFTERNOON

“Optimizing LinkedIn in Developing Your Career”

John Coate from Career Services
4:30-5:30 p.m.
Career Resource Room
CREATE AN E-PORTFOLIO

Shawn Warner-Garcia

Welcome to My Website

I am a PhD student in the Linguistics Department at the University of California, Santa Barbara. My research focus is in the area of sociocultural linguistics with related interests in applied linguistics, feminist studies, and phonetics and phonology.

I am also the professional development peer advisor at UCSB’s Graduate Division. In my capacity as peer advisor, I help graduate students achieve professional and personal goals related to their graduate career, whether it be conducting a job search, learning how to network more successfully, or pursuing work-life balance.

Curriculum Vitae: A complete overview of my professional and academic experience  
Research Interests: My past and current research projects and interests  
Personal Information: A little bit of background information as well as miscellaneous hobbies and personal interests  
Resources: Recommended links for linguistics, favorite websites, and more  
Contact: How to get in touch with me

UPCOMING TALKS

“50 Shades of faith: Erotic media consumption and the construction of sexual and spiritual identities.”  
ESTABLISH YOUR EXPERTISE

- Comment on blogs
- Write blog posts/guest posts/tweets
- Participate in Twitter hashtag chats (#beyondacademia)
- Create content that people will want to share
- Get your name out there
REPUTATION MANAGEMENT

- Google your name from time to time

- Use Google alert to send you notification via email/rss reader when your name is mentioned.

- Use tools like socialmention, Backtweets, technorati, twitter search to find mentions of your name.
Use what you already know (social media, online search tools, your research) and make it work for you
QUESTIONS?