

Tips to Help Maximize Your Online Profile

A recent survey by the Corporate Executive Board states that approximately 80% of companies polled planned to increase their use of social media for recruiting in 2011. Some sources dispute this and say that social media will never take the place of a resume. Whether this is true or not, as a job hunter, can you take a chance?

Your profiles on LinkedIn, Facebook and Twitter could help you and a hiring manager meet. So, here are some tips to think about when you are updating your online profile:

- **Posting your information.** Make sure any information on your resume is exactly the same online and that it's current. If an employer compares the two and they are different, you will likely be eliminated from the search.
- **Remember others can see your information.** Don't exaggerate and don't include any information that might be confidential to a current/former employer.
- **If you want people to find you,** make sure you have a public profile setting and make sure you can accept InMail and other such services. Also, make sure you include searchable keywords.
- **Check your account email.** If someone contacts you, you should reply immediately.
- **Join groups and discussion boards.** This will get your name out and can help position you as a leader in the field.
- **Have more than one page/profile.** You can open a separate professional page/profile to highlight your career or freelancing.
- **Using online references?** They need to be current and pertain to the work experience in your profile.

Now you are ready to “**be found**” online.