



ESTABLISHING A WEB PRESENCE

The web, and social media in particular, can present a number of potential pitfalls for job seekers; however, the web also features a number of potentially beneficial spaces. The key is to carefully craft your digital identity. This document offers three spaces that might be of use as you establish yourself online. These spaces are also useful in that they offer interesting ways to connect with those who might hire you.

	How is it helpful?	What kinds of information should you provide?	How might you use it to connect with potential employers?
LinkedIn	<p>LinkedIn allows you to connect with friends and colleagues and receive endorsements from those who know your work. The site also allows you to follow and connect with companies and professional or scholarly organizations.</p>	<ul style="list-style-type: none"> • Job Titles • Employers • Years employed • A description of skills developed via the position • Projects/publications /presentations • Education • Skills (for which you can receive endorsements) • Professional affiliations 	<p>Jobs on your homepage: Once you've completed your profile, LinkedIn will suggest positions and companies that might fit your professional profile.</p> <p>The "Network" tab: This section of the site allows you to add connections using your email contact list. It also offers suggestions for people you might know or want to connect with.</p> <p>Follow a company: Following a company for which you're interested in working allows you to receive status updates about current projects, topics of interest, and positions. This information will help you tailor your cover letter/résumé to match their current priorities. Additionally, from the company page, you can see employees at the company who might be friends or friends of friends; these are people you can connect with on the site. You can also find current job opportunities and links to online application systems.</p>
Professional Website	<p>A professional website provides a</p>	<ul style="list-style-type: none"> • Homepage that contextualizes your 	<p>This site might largely act as a professional portfolio. The blog</p>

(via WordPress)	venue for you to create a coherent professional or scholarly profile by placing your CV/résumé, current writing projects, teaching philosophy and materials, etc. all in one space.	professional or scholarly identity <ul style="list-style-type: none"> • Blog (but only if you plan to update it fairly regularly) • Teaching materials and/or a professional portfolio • CV/Résumé • Major Projects • Links to professional social media profiles 	feature also offers you an opportunity to engage with issues or events of interest to the field you wish to enter.
Twitter	Twitter allows you to engage directly with working professionals and scholars, often including well-known luminaries in the field.	<ul style="list-style-type: none"> • A professional photo • A professional username • A bio that positions you as a member of the field • A list of people you follow that features members of the field 	<p>Retweeting posts from well-known members of the field or from a particular organization/current employees</p> <p>Responding to questions or links with substantive answers or suggestions</p> <p>Tagging members in the field in tweets with relevant resources</p> <p>Posting links to news stories or you own work on topics of interest to the field/organization</p>