#### **SOCIAL MEDIA AND YOU**

Maintain a Professional Image Online

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## Why Should We Care?

You already have an online brand, whether you know it or not. How, you say? Well, if you're on Facebook or have a Twitter account, or even a blog, you have an online presence. Don't have any of those? The *lack* of an online presence is also a brand!

-MyWebCareer.com

## Career Impact?

- 48% of recruiters and HR professionals refer to personal websites when deciding whether to hire YOU
- 63% of recruiters check social media sites to find out more about potential employees
- 8% of companies have fired someone for abusing social media

- KBSD Digital Marketing research, AllTwitter

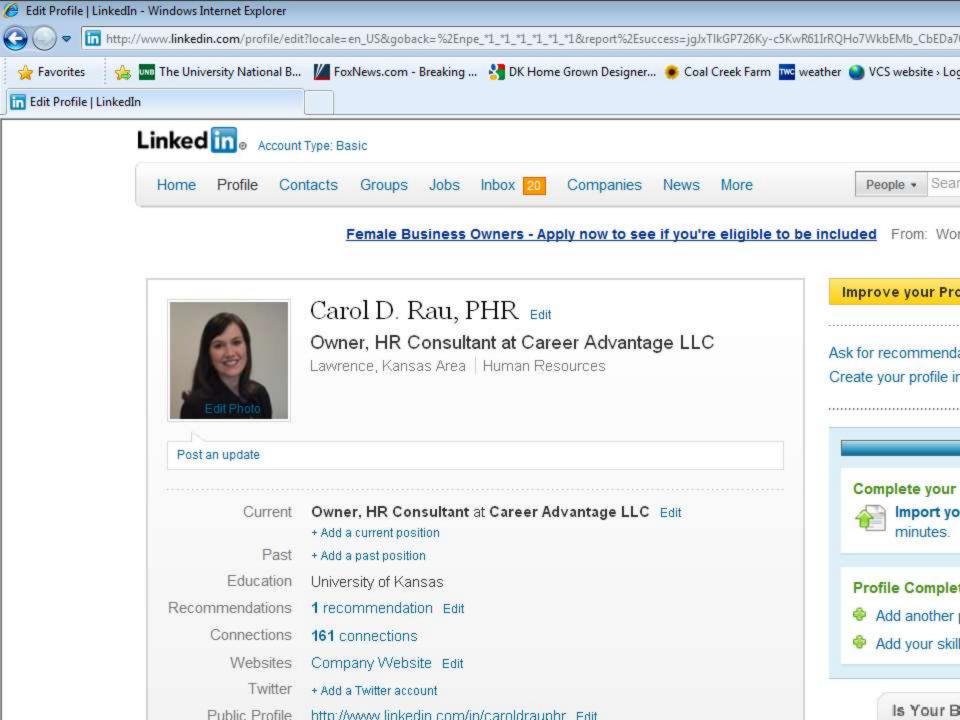
## **Goals for Today**

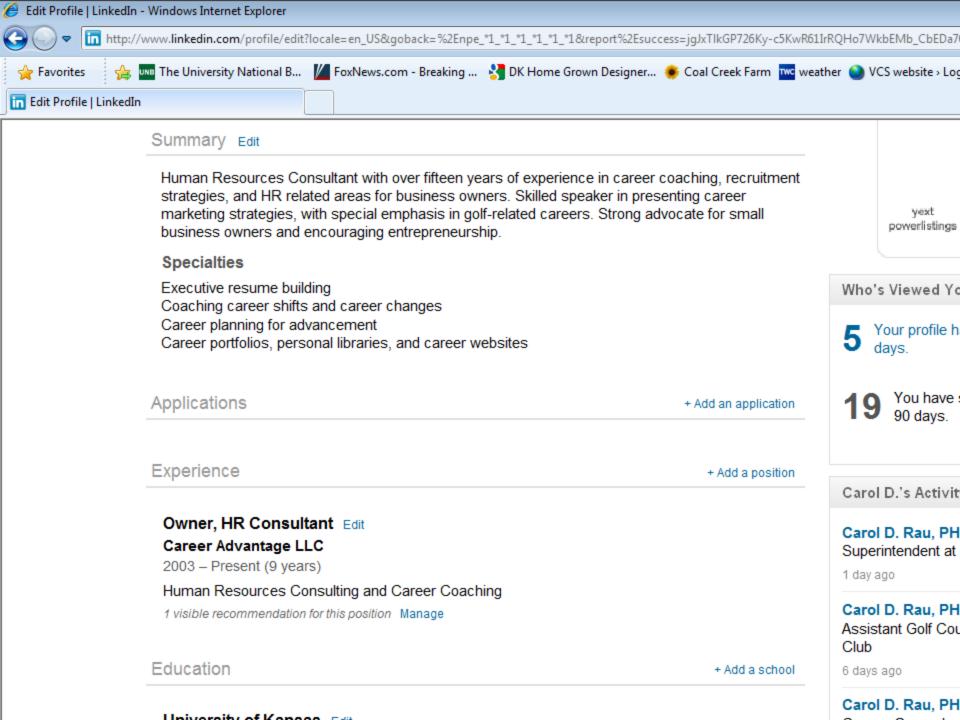
- Easy ways to quickly improve online presence with little time/technical savvy required
- Google
- LinkedIn
- Facebook
- General online content tips

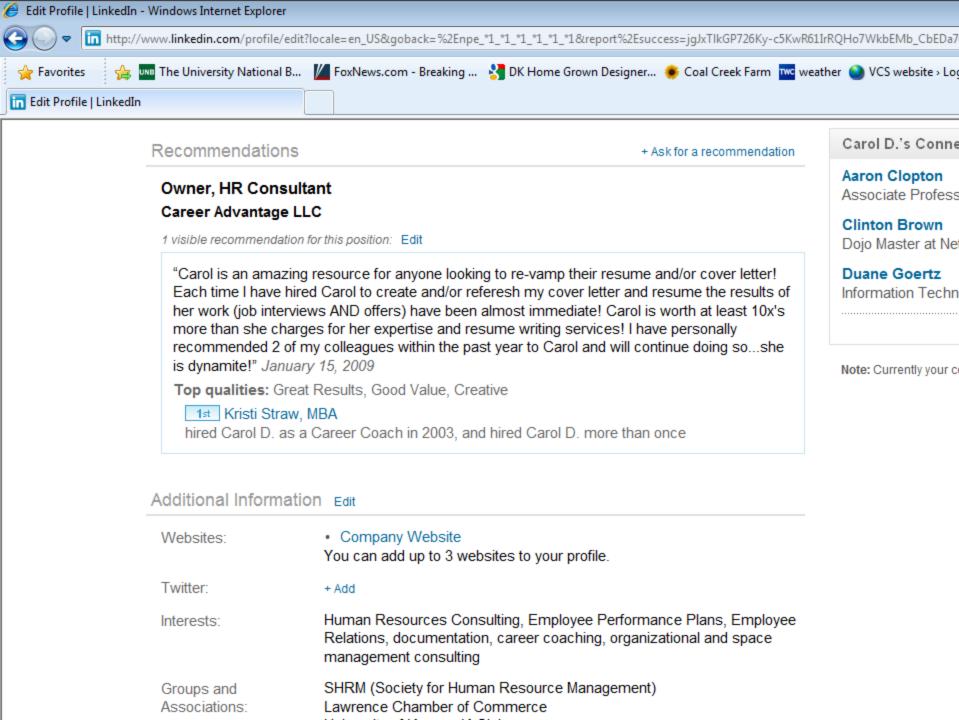
### LinkedIn

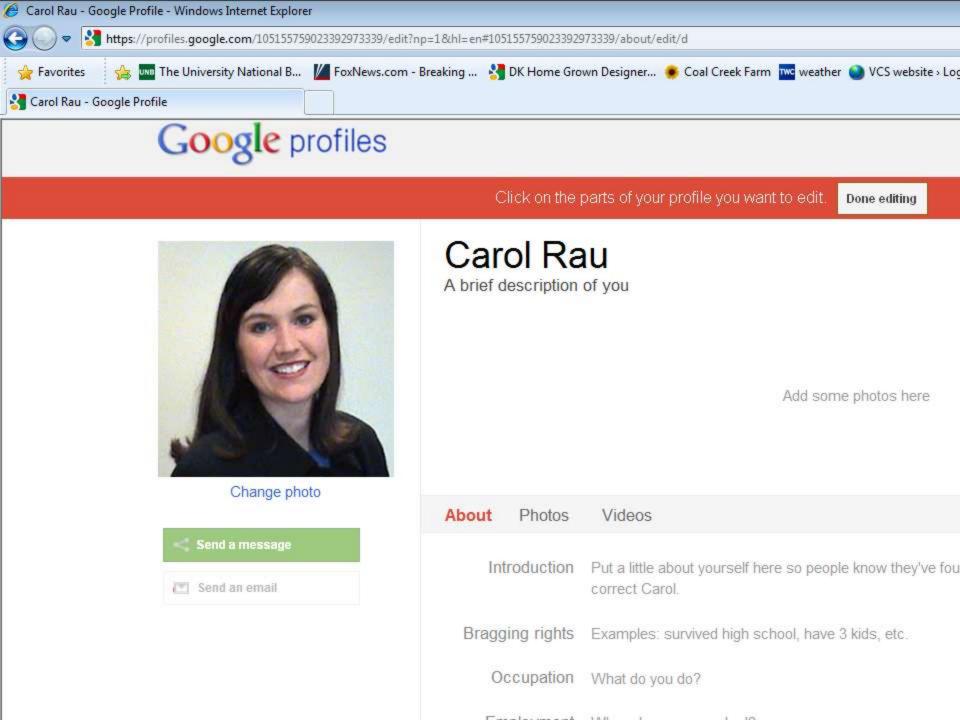
LinkedIn is the mothership of social networking for businesses. It is a tremendously powerful tool for personal online branding in the business and academic environments.

-Grant Goodwin, Personal Online Branding Expert









# Online Presence FACEBOOK

- Manage privacy settings properly
- Monitor for inappropriate comments
- Deactivate if necessary when conducting job search

### Online Presence – take control

- Google your name! All spellings
- Get involved professional and service leadership
- Give credit where credit is due
- Capitalize, punctuate, and start new paragraphs

### Online Presence – blog?

- Consider starting blog for your golf course
- Blog Set a goal, consider the audience
- Delete inappropriate comments on blogs
  - Weather updates for members
  - Calendar of maintenance activities
  - Keep ahead of the rumor mill
  - Educate golfers/members on maintenance efforts

## Final Thoughts...

"Regardless of how you manage your reputation in real life, your personal brand is made up in large part by your digital presence and online reputation."

- Wendy Brache, Branding Specialist and Author

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