

# **SOCIAL MEDIA AND YOU**

*Maintain a Professional Image Online*

Carol D. Rau, PHR

Career Consultant

Career Advantage LLC

# 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*

Female Business Owners - Apply now to see if you're eligible to be included From: Wor



Carol D. Rau, PHR Edit

Owner, HR Consultant at Career Advantage LLC  
Lawrence, Kansas Area | Human Resources

Post an update

- Current **Owner, HR Consultant at Career Advantage LLC** Edit  
+ Add a current position
- Past + Add a past position
- Education University of Kansas
- Recommendations **1** recommendation Edit
- Connections **161** connections
- Websites Company Website Edit
- Twitter + Add a Twitter account
- Public Profile <http://www.linkedin.com/in/caroldrauphr> Edit

Improve your Pro

Ask for recommenda  
Create your profile in

Complete your  
Import yo  
minutes.

Profile Comple  
Add another p  
Add your skill

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## Summary [Edit](#)

Human Resources Consultant with over fifteen years of experience in career coaching, recruitment strategies, and HR related areas for business owners. Skilled speaker in presenting career marketing strategies, with special emphasis in golf-related careers. Strong advocate for small business owners and encouraging entrepreneurship.

### Specialties

- Executive resume building
- Coaching career shifts and career changes
- Career planning for advancement
- Career portfolios, personal libraries, and career websites

## Applications

[+ Add an application](#)

## Experience

[+ Add a position](#)

### Owner, HR Consultant [Edit](#)

#### Career Advantage LLC

2003 – Present (9 years)

Human Resources Consulting and Career Coaching

*1 visible recommendation for this position* [Manage](#)

## Education

[+ Add a school](#)

### University of Kansas [Edit](#)

next  
powerlistings

### Who's Viewed Your Profile

**5** Your profile has been viewed in the last 7 days.

**19** You have 19 profile views in the last 90 days.

### Carol D.'s Activity

**Carol D. Rau, PH**  
Superintendent at  
1 day ago

**Carol D. Rau, PH**  
Assistant Golf Course  
Club  
6 days ago

**Carol D. Rau, PH**

## Recommendations

[+ Ask for a recommendation](#)

**Owner, HR Consultant**  
**Career Advantage LLC**

1 visible recommendation for this position: [Edit](#)

"Carol is an amazing resource for anyone looking to re-vamp their resume and/or cover letter! Each time I have hired Carol to create and/or referesh my cover letter and resume the results of her work (job interviews AND offers) have been almost immediate! Carol is worth at least 10x's more than she charges for her expertise and resume writing services! I have personally recommended 2 of my colleagues within the past year to Carol and will continue doing so...she is dynamite!" *January 15, 2009*

**Top qualities:** Great Results, Good Value, Creative

1st [Kristi Straw, MBA](#)  
hired Carol D. as a Career Coach in 2003, and hired Carol D. more than once

## Carol D.'s Connections

**Aaron Clopton**  
Associate Professor

**Clinton Brown**  
Dojo Master at Net

**Duane Goertz**  
Information Techn

Note: Currently your co

## Additional Information [Edit](#)

Websites: 

- [Company Website](#)

You can add up to 3 websites to your profile.

Twitter: [+ Add](#)

Interests: Human Resources Consulting, Employee Performance Plans, Employee Relations, documentation, career coaching, organizational and space management consulting

Groups and Associations: SHRM (Society for Human Resource Management)  
Lawrence Chamber of Commerce



# Google profiles

Click on the parts of your profile you want to edit.

Done editing



Change photo

Send a message

Send an email

## Carol Rau

A brief description of you

Add some photos here

About Photos Videos

Introduction Put a little about yourself here so people know they've found the correct Carol.

Bragging rights Examples: survived high school, have 3 kids, etc.

Occupation What do you do?

Employment What have you worked for?

# 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*

CAROL D. RAU, PHR

Career Consultant

Career Advantage LLC

[www.CareerAdvantageResumes.com](http://www.CareerAdvantageResumes.com)