Digital Identity and employability

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What we will do today

- What is Digital identity
- How Employers are using digital identity for recruitment
- Develop your positive professional profile
Digital identity can be defined as all the online information and data about you.

http://distance.uvic.ca/students/identity.htm
Take the Google challenge
https://www.youtube.com/watch?v=zIM-YuUQ3Ms
Step 1
Find the right platforms for you
Facebook

Ways to use it:
- Find, visit and like company pages
- Ask good questions on their page
- Share what you know, what you’ve read

One of the most popular social media sites

Often used to connect with family and friends

Also used for companies to promote themselves

Also useful for study groups
A conversation and networking tool

Useful for finding resources, crowdsourcing information, networking

Ways to use Twitter to:

- Keep up to date with your chosen field
- Develop a network of people in your field
- Have good conversations
- Share what you know, what you’ve read
- Ask good questions
- Connect with companies/industries in your field

What else:

- Retweet positive content
- Use twitter searches to find vacancies
Business orientated social networking site

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Improve your profile

4 people viewed your profile in the past 90 days

156 connections. Grow your network

Share an update  Upload a photo  Write an article

Additional benefits

- Build and enhance your own brand
- A place to promote and market yourself
- Connect with professionals
- Attract employers/opportunity providers
- Research the companies and industries
- Find answers to questions
- Share what you know, what you’ve read
- Get emails of job alerts
- Actively used by recruiters
- Receive recommendations from peers
Step 2
All About You
Content to always include

- Work roles
- Education
- “About You”
- Contact info
What are employers looking for?
Step 3
Managing the digital you
Be alert https://www.google.co.uk/alerts
Recap

- You all have a digital identity
- Employers are using online information to make recruitment decisions
- Take control of your identity in 3 easy steps
  - Find your platforms
  - Build your positive identity
  - Keep an eye on your identity
References

- Liverpool Social Media Guidance [https://www.liverpool.ac.uk/media/livacuk/computingservices/regulations/social-media-policy.pdf](https://www.liverpool.ac.uk/media/livacuk/computingservices/regulations/social-media-policy.pdf)
- UK students site [http://students.linkedin.com/uk](http://students.linkedin.com/uk)
- UBC digital tattoo [https://www.youtube.com/watch?feature=player_embedded&v=T3awgYhZjdQ#t!](https://www.youtube.com/watch?feature=player_embedded&v=T3awgYhZjdQ#t!)
- Attention young professionals [https://www.youtube.com/watch?v=zlM-YuUQ3Ms](https://www.youtube.com/watch?v=zlM-YuUQ3Ms)