
ONLINE PROFILES

In Person, You're in Control



Things are Different Online



Your **online reputation** is how others see you when they look for you online.

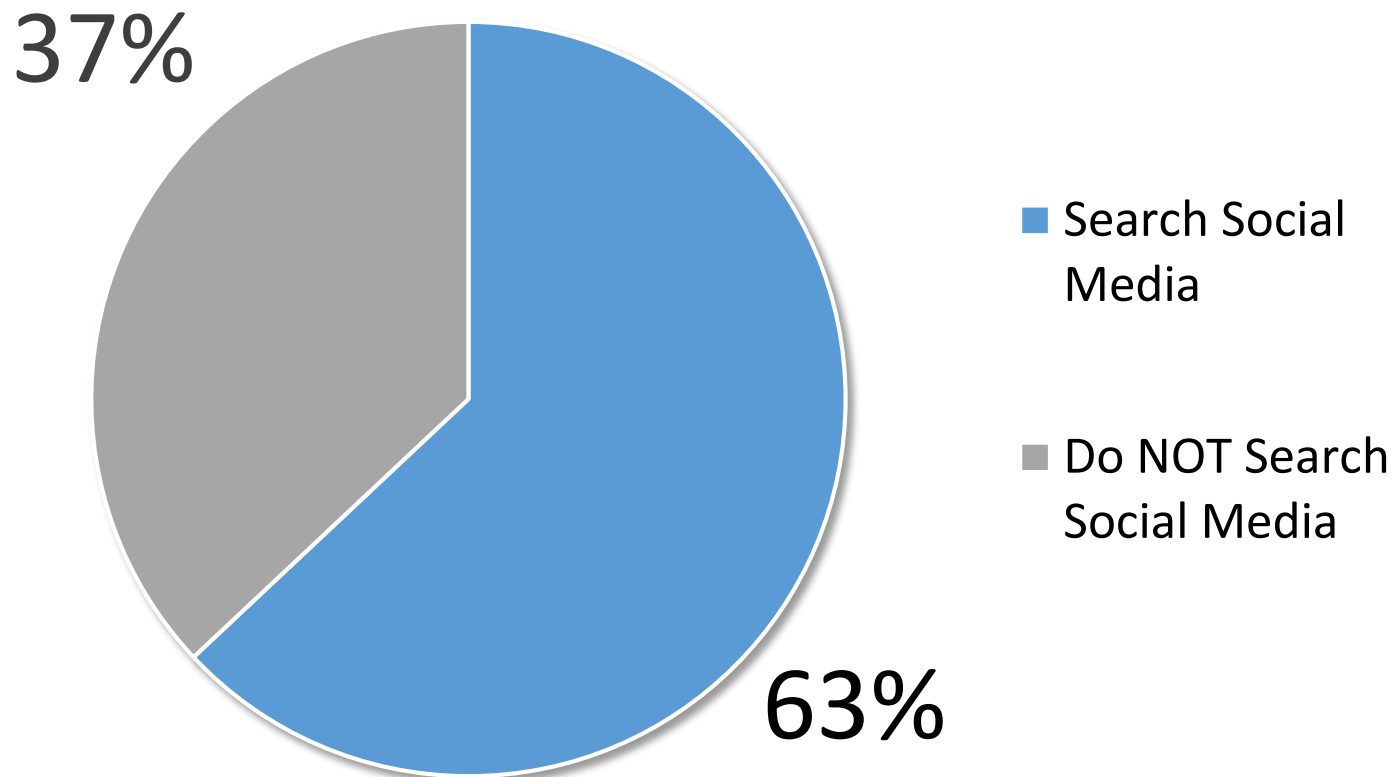
Google yourself. What do you see?

Why Should You Care?

Recruiters Are Digitally Stalking You



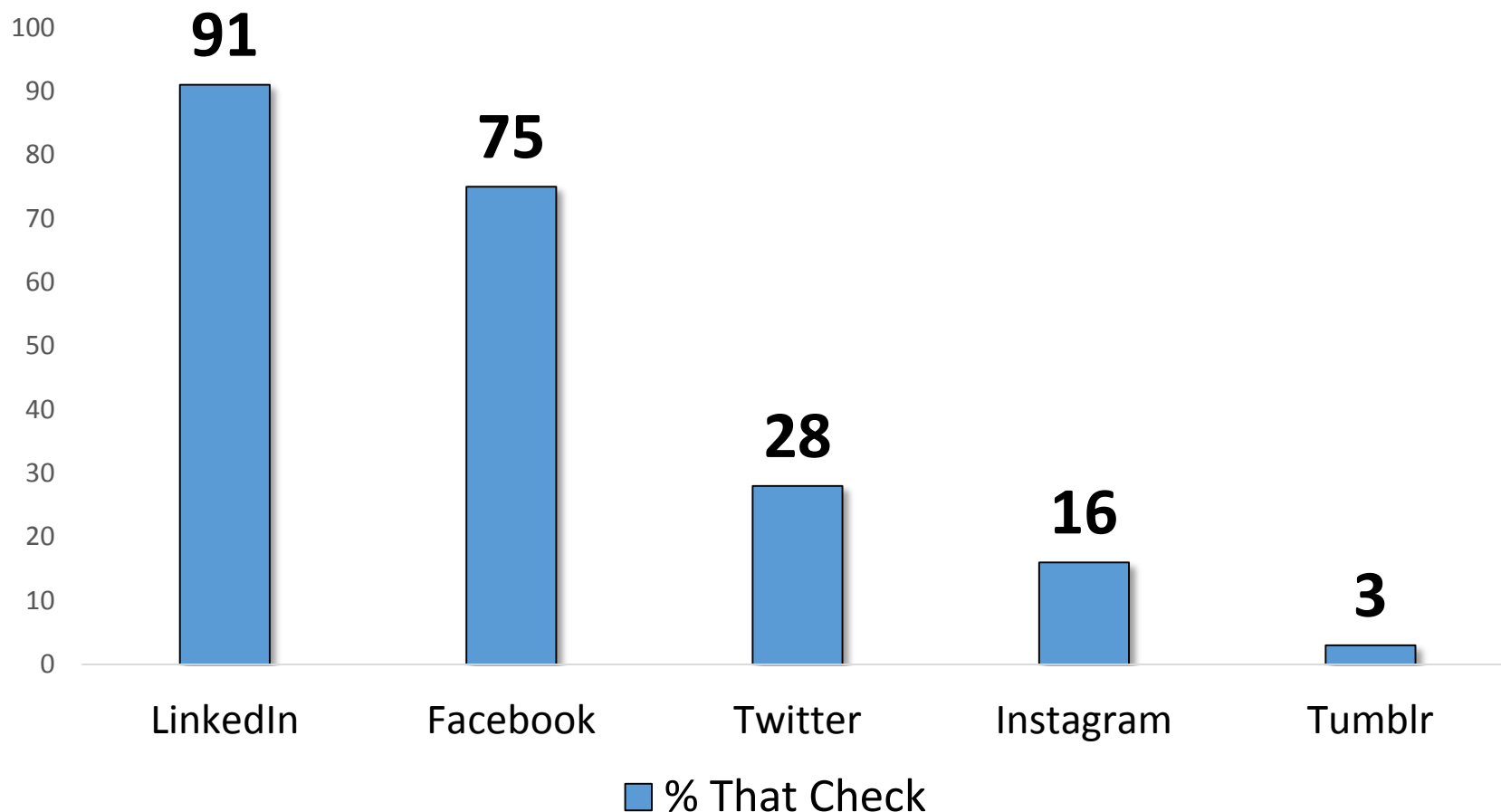
% of Hiring Managers



LinkedIn is King, but Other Sites Not Ignored



Social Profiles Checked



Recruiters Search For Several Things

- Professional experience
- Specific skills
- Mutual connections
- Cultural fit
- Industry-related posts
- Examples of written or design work



This Can Be a Good Thing



38%

Recruiters who said they've
seen something online
that made them
more likely to hire someone

Positive Things Recruiters Saw



“Community participation, charitable service”

“Athletic accomplishments reinforcing traits like perseverance and commitment”

“Articulate and professional”

“Thoughtful posting of articles”

“Looked friendly”

“Kindness and compassion”

Obligatory Warning

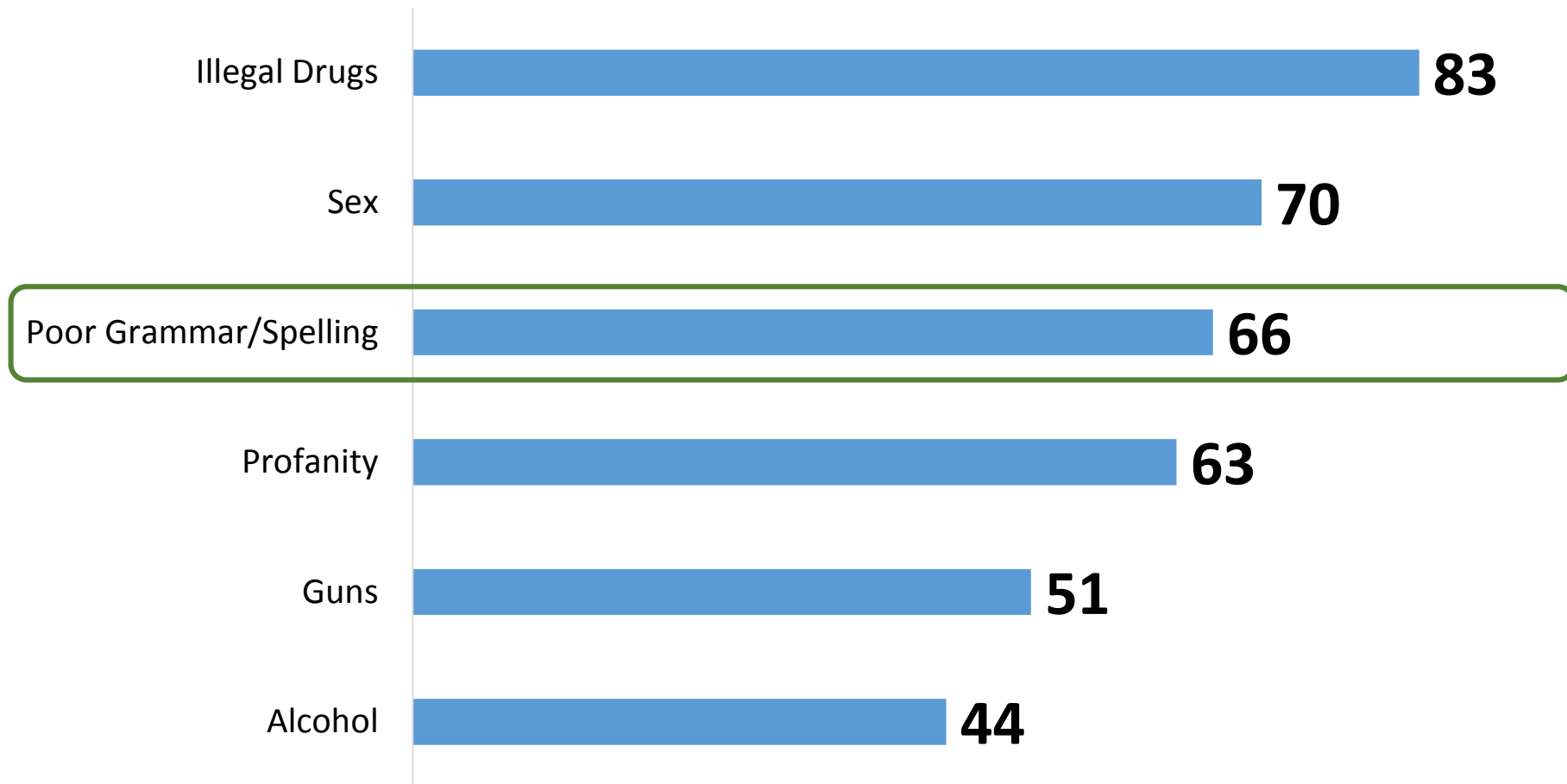


WARNING!

Hot-Button Content



% of Recruiters That React Negatively



The Threat Persists after You Get the Offer



Connor Riley @theconnor

Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.

3:17 AM - 18 Mar 09

45 Followers



THE CISCO CONNECTION

By Jim Duffy | Follow

About | RSS

The Cisco Subnet blog is written by Network World managing editor Jim Duffy.

Tweeted out of a job: The "Cisco Fatty" story

The Threat Persists after You Get the Job



Justine Sacco @justinesacco

Going to Africa. Hope I don't get AIDS.
Just kidding. I'm white!

10:19 AM - 20 Dec 13

170 Followers

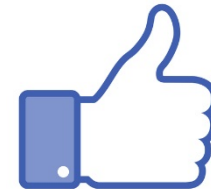
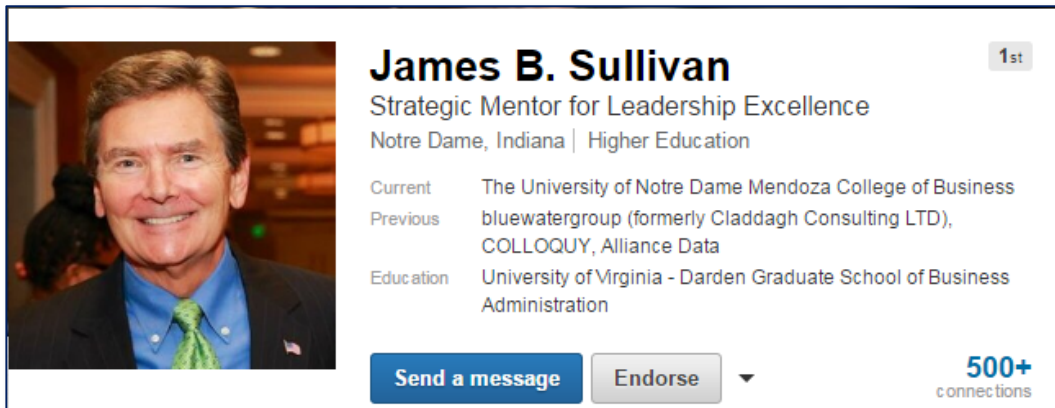
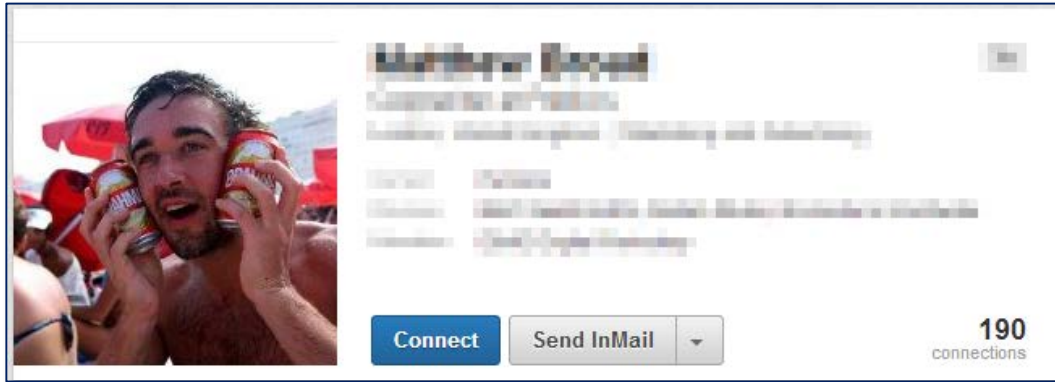
Justine Sacco, Fired After Tweet on AIDS in Africa, Issues Apology

Dec. 22, 2013

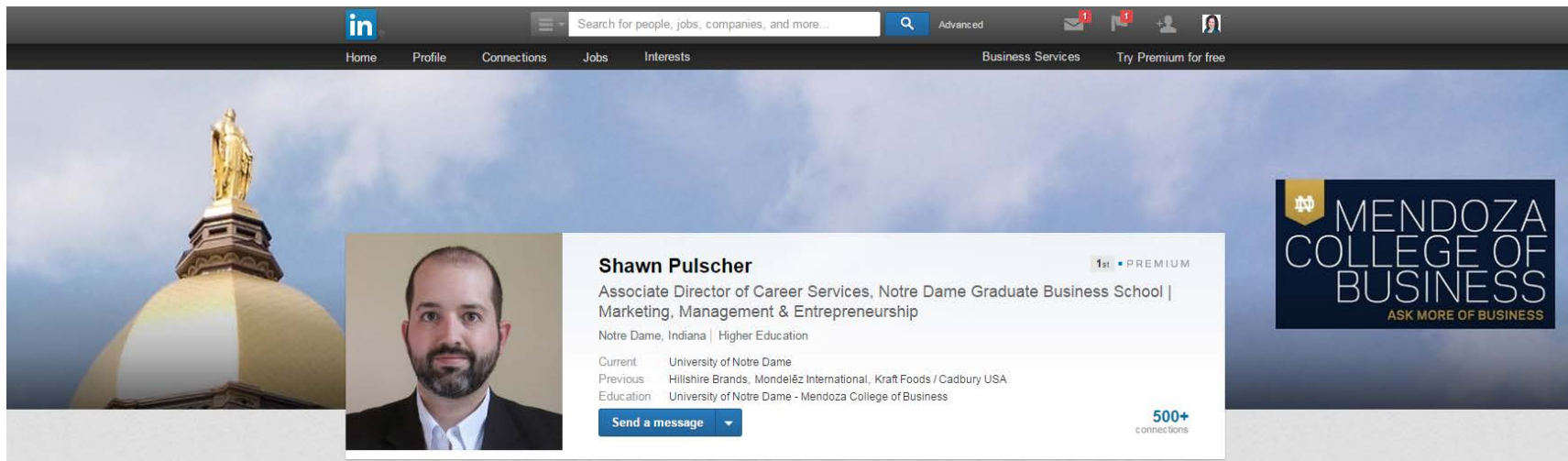
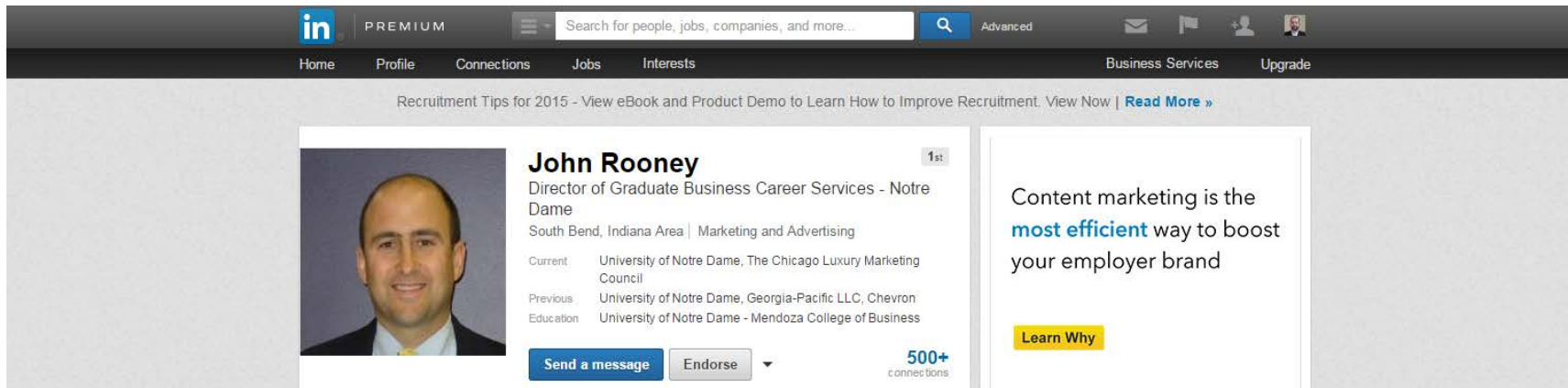
By KAMI DIMITROVA, SHAHRIAR RAHMANZADEH and JANE LIPMAN via **GOOD MORNING AMERICA**

Boost Your LinkedIn Profile

Professional Photo That Represents You Well



Use Header Image to Add Some Sizzle



Put Your Headline to Work



Brian Kelly


MBA Candidate at University of Notre Dame



Mike Brey

Notre Dame MBA Candidate | Seeking Management Consulting Role | Geographically Mobile

Customize the URL on Your Page



Marissa Mayer 3rd

Yahoo!, President & CEO
San Francisco Bay Area | Internet

Current Yahoo!, Walmart
Previous Google
Education Stanford University

[Connect](#) ▼


137
connections

☆

<https://www.linkedin.com/in/marissamayer>

Leverage Summary to Tell Your Story





James B. Sullivan 1st

Strategic Mentor for Leadership Excellence
Notre Dame, Indiana | Higher Education

Current The University of Notre Dame Mendoza College of Business
Previous bluewatergroup (formerly Claddagh Consulting LTD),
COLLOQUY, Alliance Data
Education University of Virginia - Darden Graduate School of Business
Administration

Send 500+




Summary

I'm a strategic business mentor and career coach who helps emerging leaders find the work they love most and do best that has the highest benefit for their employers so that they can lead lives of peak engagement, effectiveness, and enjoyment.

For clients, I accomplish this through a proprietary career navigation system called EPICENTER, a fast yet deep dive into their core purpose, found at the intersection of their signature strengths, deepest interests, and highest service value to others. I then help connect them to career opportunities matched to that specific purpose.

Specialties: Strategy, Innovation, Loyalty Marketing, Professional Development, and Leadership Coaching.

Bolster Credentials with Skills & Endorsements




Laura Bellis 1st

Associate Director at University of Notre Dame
Greater Chicago Area | Staffing and Recruiting











Current University of Notre Dame
Previous JumpStart Advisor
Education Dominican University

[Send a message](#) [Endorse](#)

★ Relationship  Contact Info


Skills

Top Skills

86	Talent Management	+	
52	Training	+	
50	Change Management	+	
32	Strategic Planning	+	
28	Management Consulting	+	
26	Employee Relations	+	
22	Project Management	+	
21	Career Management	+	
16	Organizational...	+	
9	Coaching	+	

Strengthen Your Profile with Recommendations





Dave Knox
Chief Marketing Officer at Rockfish Interactive
Cincinnati Area | Marketing and Advertising

Current

Rockfish, The Brandery, Vine St Ventures

Previous

Procter & Gamble


Education

Miami University

[Send a message](#) [Endorse](#)


Last Conversation


Brand Manager, Digital Business Strategy
Procter & Gamble
September 2008 – October 2009 (1 year 2 months)



As Brand Manager, Digital Business Strategy I am responsible for driving digital innovation and capability across P&G's 300+ brands worldwide. My group makes the strategic choices on which digital brand building skills and innovations will be areas of focus for P&G's brands. The team explores and fosters external partnerships that promote learning and future digital brand building innovation in areas such as Digital Content, Mobile, Consumer-Generated Media, and Social Media

► 1 honor or award
▼ 2 recommendations


**Brian F. Martin**
Executive Chairman at BrandShop Digit...

**Danny Wright**
SVP Strategic Partnerships at Stillwell P...

The role of a brand manager will change more in the next two years than it has in the past 50. If you want to understand... View ↓


Dave Knox is my pick for top 30 under 30. He is incredibly bright, very well connected and very focused. A strategic... View ↓


Brand Manager - Wal-Mart Customer Team
Procter & Gamble
March 2007 – September 2008 (1 year 7 months)



- Customer Team Marketing Manager for Personal Health Care and Feminine Care with marketing responsibility for a \$900MM+ portfolio of brands including Prilosec OTC, Always, Tampax, and Vicks.
- Crafted breakthrough holistic demand creation plans, leveraging both in-store and out of store marketing vehicles to drive Wal-Mart merchandising.
- Developed deep understanding of Customer Marketing through day-to-day interaction with the world's largest retailer.

▼ 6 recommendations, including:

**Paul Jankowski**
President at New Heartland Group/Forb...

**Sam Riber**
President, Riber Sports Marketing Grou...


Dave is one those unique thinkers who can balance creative and analytical thinking with a heavy dose of digital saavy. He's... View ↓

Dave encompasses all the qualities anyone looks for in a great leader. He's an articulate communicator that clearly sets... View ↓

[4 more recommendations ↓](#)

Recommendations
integrated into
work history

Strengthen Your Profile with Recommendations



Dave Knox
Chief Marketing Officer at Rockfish Interactive
Cincinnati Area | Marketing and Advertising

Current Rockfish, The Brandery, Vine St Ventures
Previous Procter & Gamble
Education Miami University

[Send a message](#) [Endorse](#)

Last Co

Recommendations
section near
bottom of profile

Co-Founder The Brandery



Bobby Maylack
CMO at Represent

“ Dave commitment to entrepreneurialism is both unique and refreshing. As the Co-Founder of a young startup Virtual Chapter, Dave went out of his way to connect us with valuable potential allies. He also brought vital insight into our growth process. A very smart businessman who actually cares about the space he is in,

July 11, 2011, Bobby was with another company when working with Dave at The Brandery

Brand Manager, Digital Business Strategy Procter & Gamble



Brian F. Martin
Executive Chairman at BrandShop Digital Commerce

“ The role of a brand manager will change more in the next two years than it has in the past 50. If you want to understand what's driving that change and how to adapt i would urge that you listen to Dave.

May 18, 2009, Brian F. was a consultant or contractor to Dave at Procter & Gamble



Danny Wright
SVP Strategic Partnerships at Stillwell Partners

“ Dave Knox is my pick for top 30 under 30. He is incredibly bright, very well connected and very focused. A strategic thinker, motivator, leader and professional cupid, Dave is an indispensable asset to any organization and soon to be C level industry titan.

January 31, 2009, Danny was a consultant or contractor to Dave at Procter & Gamble

Join Groups to Gain Knowledge & Access



The OnStartups logo, featuring a blue power button icon followed by the word 'nStartups' in orange and blue.

On Startups - The Community For Entrepreneurs

597,127 members



Future Trends

448,837 members

The Finance Club logo, featuring the words 'FINANCE' and 'CLUB' in blue capital letters, with 'CLUB' on a separate line.

Finance Club

833,503 members

Join Groups to Gain Knowledge & Access



You can send direct messages to group members without being connected

A screenshot of the P&G Alumni Network Association page. The page header includes the P&G Alumni Network logo and the title 'P&G (Procter & Gamble) Alumni Network Association - OFFICIAL'. Below the header is a navigation bar with links for Discussions, Promotions, Jobs, About, Members, and Search. The 'Members' tab is selected, showing a list of 17,712 members. A search bar is present. The list of members includes Drew Shepard, Arata Mitsumatsu, and Anne Lineman. Drew Shepard's profile is highlighted, and the 'Send message' button is circled in green. Arata Mitsumatsu and Anne Lineman are also listed with their respective titles and locations. The 'Send message' button is highlighted with a green box.

LinkedIn: Must Do vs. Can Do



MUST DO

Professional **Photo**

Use a **Header Image**

Fully leverage the
Headline and **Summary**

Customize your **URL**

CAN DO

Leverage **Skills** and
Endorsements

Request
Recommendations

Join **Groups**

Questions?

