Managing Your Social Media Profiles

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Defining social media

- When used?
  - Personal vs professional?
  - Overlap
  - Are you looking to be a public intellectual?
    - Public intellectual - an intellectual, often a noted specialist in a particular field, who has become well-known to the general public for a willingness to comment on current affairs
      
      (http://www.collinsdictionary.com/dictionary/american/public-intellectual)
Scenario 1

- Colleagues/students, acquaintances, or your boss wants to be your friend on Facebook. What do you do?

https://www.facebook.com/help/200538509990389

You can organize “Friends” into various groups and indicate if you want them to be able to see your posts.
Scenario 2

- You are frustrated and angered by a current event. As a graduate student, you do not think there is anything wrong with tweeting a passionate 140 character message.

At this point, if Netanyahu appeared on TV with a necklace made from the teeth of Palestinian children, would anybody be surprised? #Gaza
Scenario 3

• When setting up your LinkedIn profile you come across a photo of a gorgeous person. You email that person to tell them her/his photo is stunning and that you know this is inappropriate.
1. **Keywords in Your Profile**

   Search Engine Optimization is a key element on LinkedIn. Keywords that highlight your skills help potential employers find you. Your profile on LinkedIn should be a snapshot of your background, so add specific keywords such as “master at community management,” or “social crisis reputation manager.”

2. **Tell Us Your Story**

   It’s easier to understand your professional background when it is in story form. Seeing clearly how you arrived from point A to point Z, gaining skills and expertise along the way, demonstrates to potential employers that you have carefully aimed for a particular career, strategically.

   **TIP**

   Another part of your story is how you are connected. Having a great network of contacts helps potential employers see how serious you are about your career.

3. **Who Do You Want to Be Seen As?**

   Who do you want to be seen as: a leader, an expert, a worker bee? Make sure your headline and personal tagline accurately describes who you are, and make sure that aligns with your resume and who you actually are. If someone calls to inquire more about you, you shouldn’t describe yourself as something different than what’s on your LinkedIn profile.

   **TIP**

   Avoid cliché, hyperbolic keywords. If you say “I’m The Bat Girl of social CRM,” you are doing yourself a huge injustice.

4. **Use a Professional Profile Photo**

   The photo you choose sends a strong message about who you are. If your professional profile photo is of you in a casual circumstance, such as a you at a sporting activity, party, wedding, or with your pet, then it doesn’t come across as “professional.” And, what’s worse than having a bad photo is having no photo at all.

   **TIP**

   Make sure your photo isn’t blurry. Look professional! Avoid flashy clothing, jewelry, hats, or sunglasses.

5. **Use Your Profile Link**

   Using your personal LinkedIn URL adds polish to your professional status. Don’t just copy and paste the URL of your profile, because it’s full of unnecessary characters. Instead, use your unique link to share your profile, it includes your name. Everyone has a unique profile link. Look for it next to your contact info.

   **TIP**

   If you link to twitter or a portfolio website, make sure they are aligned with your professional practices highlighted on your profile.
Concerns About Social Media

• Identity theft
• All social media is connected/linked
• I like to stay off the grid
• Liking by association
Solutions to Concerns About Social Media

• Google your name and see what you find
• Common name – might be a good thing
• Remember that 77% of recruiters will hire candidates through networks like LinkedIn, Facebook and Twitter.

(http://www.bestcolleges.com/resources/manage-your-online-reputation/)

• Leverage your digital presence
Branding Yourself through Social Media

• What are you aspirating to do with your profile?
• How will you assess success with this profile?
• Be consistent with your message and make sure it falls in line with overall aspiration

(http://www.forbes.com/sites/lisaquast/2013/04/22/personal-branding-101/)
Questions? Comments?
Do’s and Don'ts

- Use unique screen names and passwords for each social media profile created
- Think before you share
- Keep track of who sees your posts and what you “like”
- Remember that whatever you share cannot be removed easily
- Create a Google alert for your name
- Un-tag yourself from pictures
- Have a no-social media rule with your friends & family
Sources

- UTEP Social Media Guide
- UTEP Code of Conduct
- Facebook Help
  https://www.facebook.com/help/200538509990389
- Forbes Magazine
  (http://www.forbes.com/sites/lisaquast/2013/04/22/personal-branding-101/)
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Thank you!