

KEYNOTE
TU DRESDEN CAREER DAY

Tips for your Online Profile



Kixka Nebraska

PROFILAGENTIN.com

December, 16th 2015



Kixka who?



@Kixka
Since 2008



Digital Flaneur



@Profilagentin
since End of 2010



ProfilAgentin.com

Coaching, Lectures, Workshops on
Digital Profiles, Tools and Plattformen
Co-Founder Digital Media Women, Germany

What is a „digitale Profile“?

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Everything which can

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Everything which can

a) be found in the Internet connected
to your Identity and

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to your Identity and

b) which can be controlled by yourself

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- E-mail-adress

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- E-mail-adress
- Signature in your e-mail

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- Signature in your e-mail
- Social Media accounts

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- E-mail-adress
- Signature in your e-mail
- Social Media accounts
- your own personal site

Why does your
Online Profile
matter?

Job Screening with Social Media

(2011) Social Media Monitoring Service **Reppler** conducted a study using 300 Individuals involved in the hiring process of a company.

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Over 90% of Employers use Facebook, Twitter and LinkedIn to screen Job Applicants.

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(2011) Social Media Monitoring Service **Reppler** conducted a study using 300 Individuals involved in the hiring process of a company.

Over 90% of Employers use Facebook, Twitter and LinkedIn to screen Job Applicants.

69% say they have rejected a candidate because of their Social Media Profile.

Job Screening with Social Networks

— How Are Employers Screening Job Applicants? —

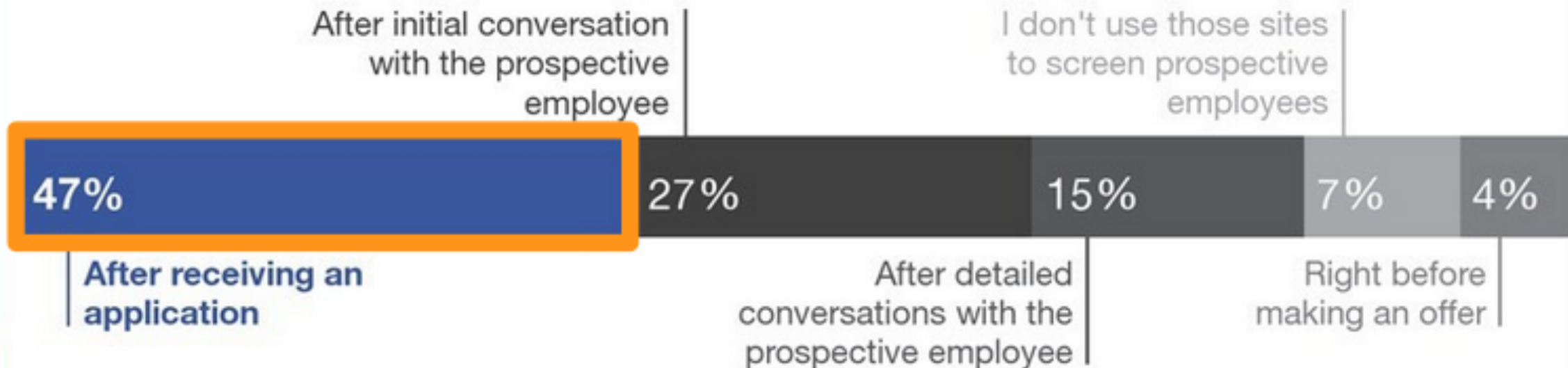
Do you use social networking sites to screen prospective employees?



During the hiring process, which social networks do you use to screen candidates?



During which phase of the hiring process do you look at social networking sites to screen prospective employees?



KEY TAKEAWAYS



KEY TAKEAWAYS

Hirers are using social networks
to screen  job applicants.



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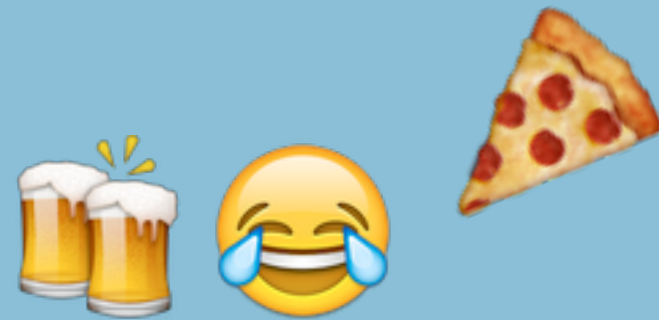
This means it is  important to carefully manage your image on these types of sites.

KEY TAKEAWAYS



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Facebook and Twitter are being used a lot to screen job applicants.



KEY TAKEAWAYS

Facebook and Twitter are being used a lot to screen job applicants.

On Facebook and Twitter, hirers are trying to get a more personal view of a candidate,



KEY TAKEAWAYS

Facebook and Twitter are being used a lot to screen job applicants.

On Facebook and Twitter, hirers are trying to get a more personal view of a candidate,



rather than the résumé-like view they will see on



LinkedIn.



KEY TAKEAWAYS



KEY TAKEAWAYS

Hirers are looking at



KEY TAKEAWAYS

Hirers are looking at
the social networking profiles of
candidates **very early** in the
process.



KEY TAKEAWAYS

Hirers are looking at the social networking profiles of candidates **very early** in the process.



This means that job seekers need to have their online act in order **before** they begin looking for a job.



A good
digitale profile
is more than
the sum of
its parts

Tip: Regular Google Search on yourself!



Google "Kixka Nebraska" 🔍

Alle Maps News Bilder Shopping Mehr ▾ Suchoptionen

Ungefähr 5.650 Ergebnisse (0,42 Sekunden)

Die ProfilAgentin Kixka Nebraska Coaching Workshops ...
www.profilagentin.com/ ▾
Mit Bildschirm, Charme und iPhone Coaching ☺ Workshops ☺ Vorträge rund um digitale Profile.

Kixka Nebraska (@Kixka) | Twitter
<https://twitter.com/kixka> ▾ [Diese Seite übersetzen](#)
The latest Tweets from Kixka Nebraska (@Kixka). Digitale Flaneurin | aktiver twitternd & beruflich @ProfilAgentin | Levitationsmomentesammlerin. Hamburg ...

Kixkalogic | Kixka Nebraska schreibt
<https://kixka.wordpress.com/> ▾
Liebe Leserinnen und Leser, dieses ist mein ursprüngliches Blog. Für meine Aktivitäten als ProfilAgentin habe ich eine eigene Webseite eingerichtet.

Kixka Nebraska | re:publica
<https://re-publica.de/user/318/event/1> ▾
Seit Ende 2010 ist Kixka Nebraska unterwegs, die digitale Sichtbarkeit ihrer Auftraggeber zu erhöhen. Als Agentin im Netz analysiert, generiert und optimiert sie ...

Kixka Nebraska, Profilagentin und Autorin, Hamburg | torial
<https://www.torial.com/kixka.nebraska> ▾
Das journalistische Portfolio von Kixka Nebraska, Profilagentin und Autorin, Hamburg.

Die ProfilAgentin - Facebook
<https://de-de.facebook.com/ProfilAgentin/> ▾
Kixka Nebraska · 15. Juli 2011 um 04:35. JobTitel-BuzzwordBandit - Klasse zum Herumspielen! Es wird sogar ei...n Button zum Ausdrucken der fertigen Version ...

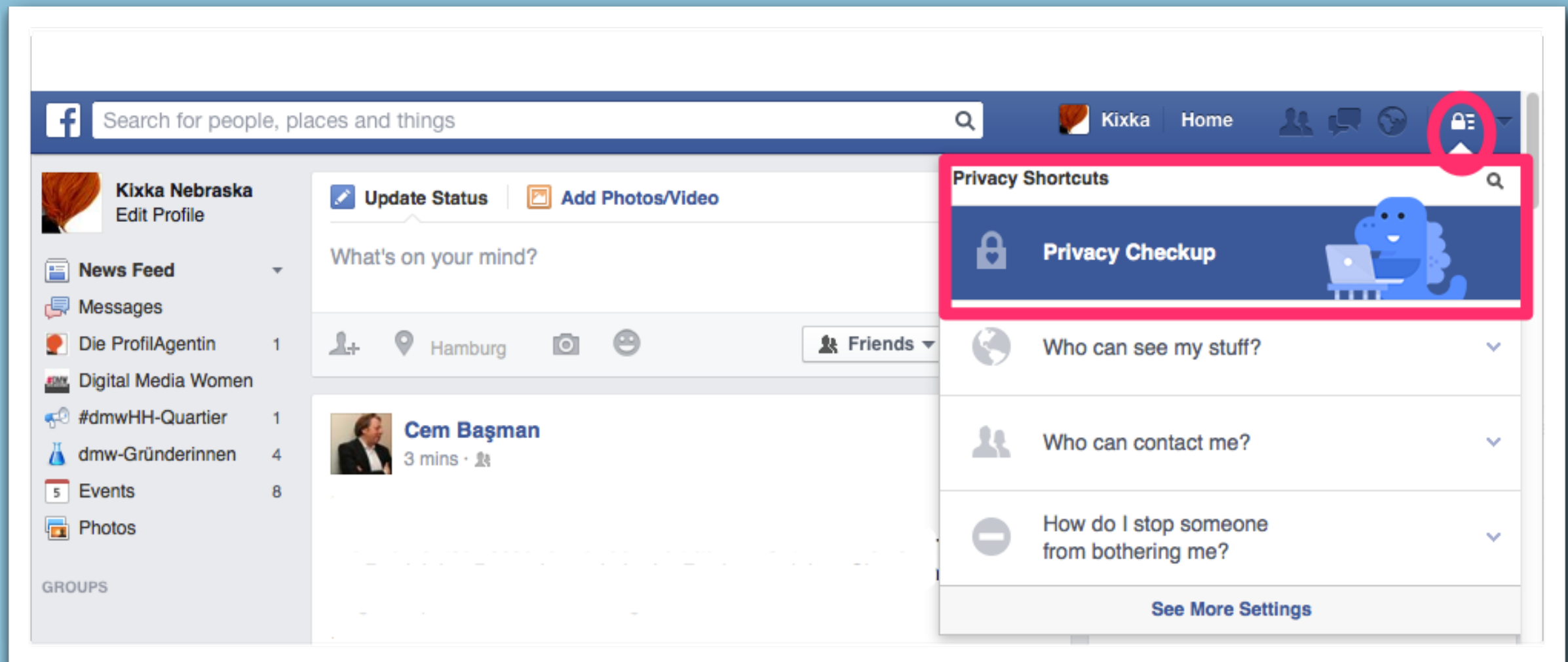
Hilfe beim Internetauftritt: Digitale Dauerwelle, multimediale ...
www.spiegel.de › [KarriereSPIEGEL](#) › [Berufsleben](#) › [Soziale Netzwerke](#) ▾
28.11.2011 - Kixka Nebraska ist Profilagentin, ihre Kunden kommen aus den verschiedensten Bereichen: Architektur, Modedesign oder Gastronomie, auch ...

Kixka Nebraska | LinkedIn
<https://www.linkedin.com/in/kixkanebraska/de>
Hamburg und Umgebung, Deutschland - Die ProfilAgentin - spezialisiert auf digitale Profile, individuelle digitale Markenbildung & digitale Tools! - Die Profilagentin

GOAL

You
define
your
Online
Presence

Tip: Regular Privacy Checkup!





GET VISIBLE!

MAKE YOUR PUBLIC LINKEDIN & XING-PROFILE VISIBLE TO EVERYONE


Linked



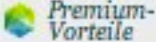
facebook

XING 


XING 





Basis





Premium-Vorteile
















9














Profildetails




Portfolio




Weitere Profile im Netz



Kontakte




Gruppen




Anna Logie

Wissenschaftsjournalistin
Rocket Science für Anfänger Berlin, Deutschland
Freiberuflerin




2
Kontakte




10%
Aktivität


Nicht auf Jobsuche, offen für Angebote




Als Kontakt hinzufügen




Nachricht schreiben






Kontaktdaten

mehr 


“*Rocket Science für Anfänger! Komplexe Themen verständlich und professionell aufbereitet.*
@ <http://arocketscience.tumblr.com/>

Eigene Notizen zu Anna Logie 

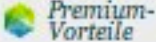
Portfolio




Rocket Science für Anfänger!





Basis





Premium-Vorteile
















9













Anna Logie


Wissenschaftsjournalistin
Rocket Science für Anfänger Berlin, Deutschland
Freiberuflerin




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Eigene Notizen zu Anna Logie


▼




Profildetails




Portfolio



Weitere Profile im Netz






Kontakte




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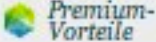
Portfolio




Rocket Science für Anfänger!





Basis





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Anna Logie

Wissenschaftsjournalistin
Rocket Science für Anfänger Berlin, Deutschland
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Eigene Notizen zu Anna Logie 

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 Weitere Profile im Netz


 Kontakte

 Gruppen


Portfolio




Rocket Science für Anfänger!




Profil details




Portfolio




Weitere Profile im Netz




Kontakte




Premium




1




1




2





124



16











Portfolio

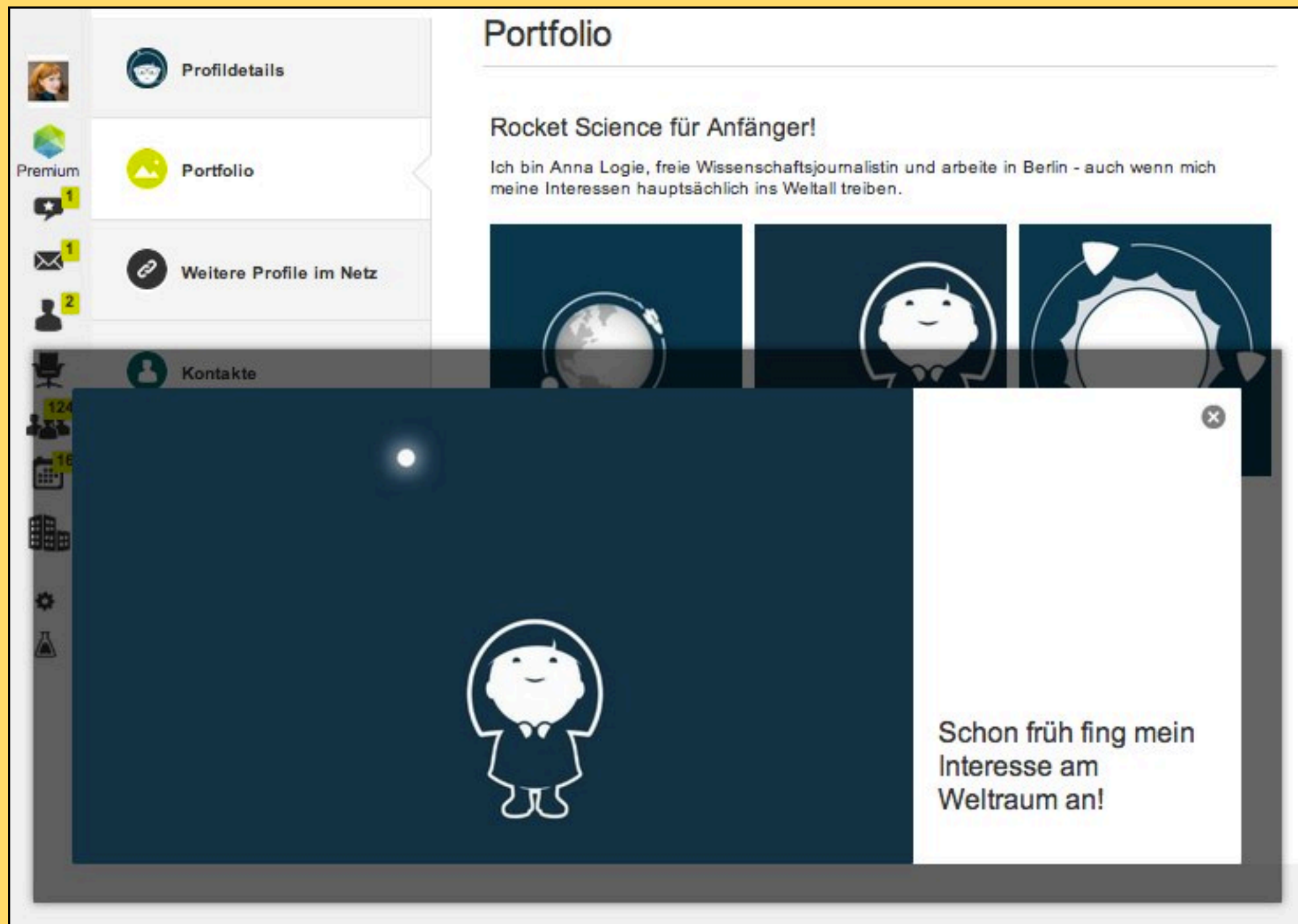
Rocket Science für Anfänger!

Ich bin Anna Logie, freie Wissenschaftsjournalistin und arbeite in Berlin - auch wenn mich meine Interessen hauptsächlich ins Weltall treiben.

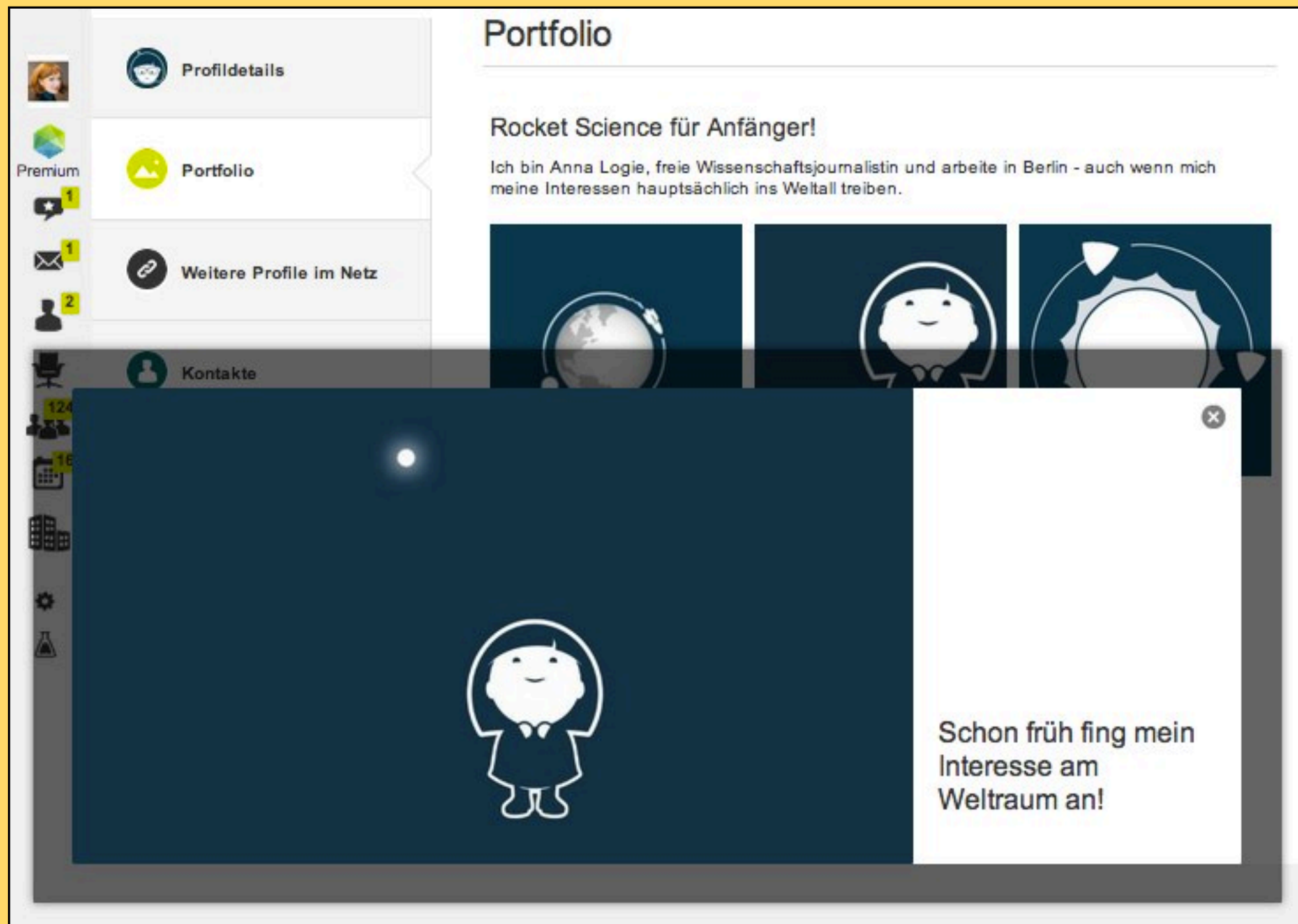




Schon früh fing mein Interesse am Weltraum an!



Every tile is clickable >> you can combine text and visuals



Every tile is clickable >> you can combine text and visuals
keywords > search sensitive



BUSINESS NETWORKS



BUSINESS NETWORKS





BUSINESS NETWORKS

> Profile visible in search > activated



BUSINESS NETWORKS

- > Profile visible in search > activated
- > Check your privacy settings !



BUSINESS NETWORKS

- > Profile visible in search > activated
- > Check your privacy settings !
- > Keep the information about you up to date



BUSINESS NETWORKS

- > Profile visible in search > activated
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- > Keep the information about you up to date
- > Make sure that you can be reached



BUSINESS NETWORKS

- > Profile visible in search > activated
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- > Make sure that you can be reached
- > Find the right keywords




BUSINESS NETWORKS

- > Profile visible in search > activated
- > Check your privacy settings !
- > Keep the information about you up to date
- > Make sure that you can be reached
- > Find the right keywords
- > Professional headshot

RECOGNIZABILITY



A FEW WORDS ON YOUR PROFILE PICTURE

<https://www.flickr.com/photos/37167854@N08/4119771513/> Foto:  Ridiculous

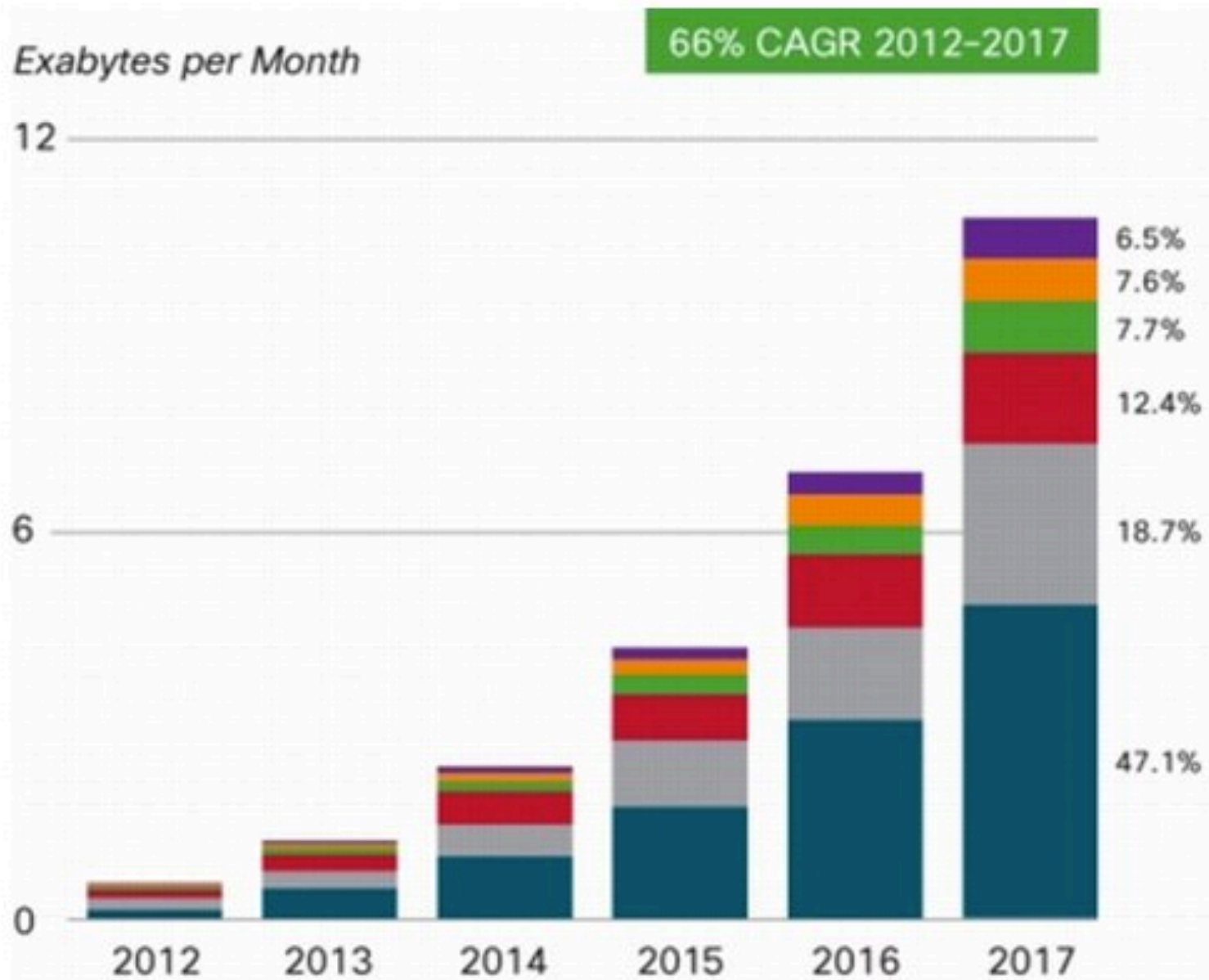


MOBILE EVOLUTION >> *Kyle Bean* www.kylebean.co.uk ca. 2011

Russian doll style model representing how mobile phones have changed in size and style considerably since 1985

Global Mobile Traffic Forecast 2012 -2017

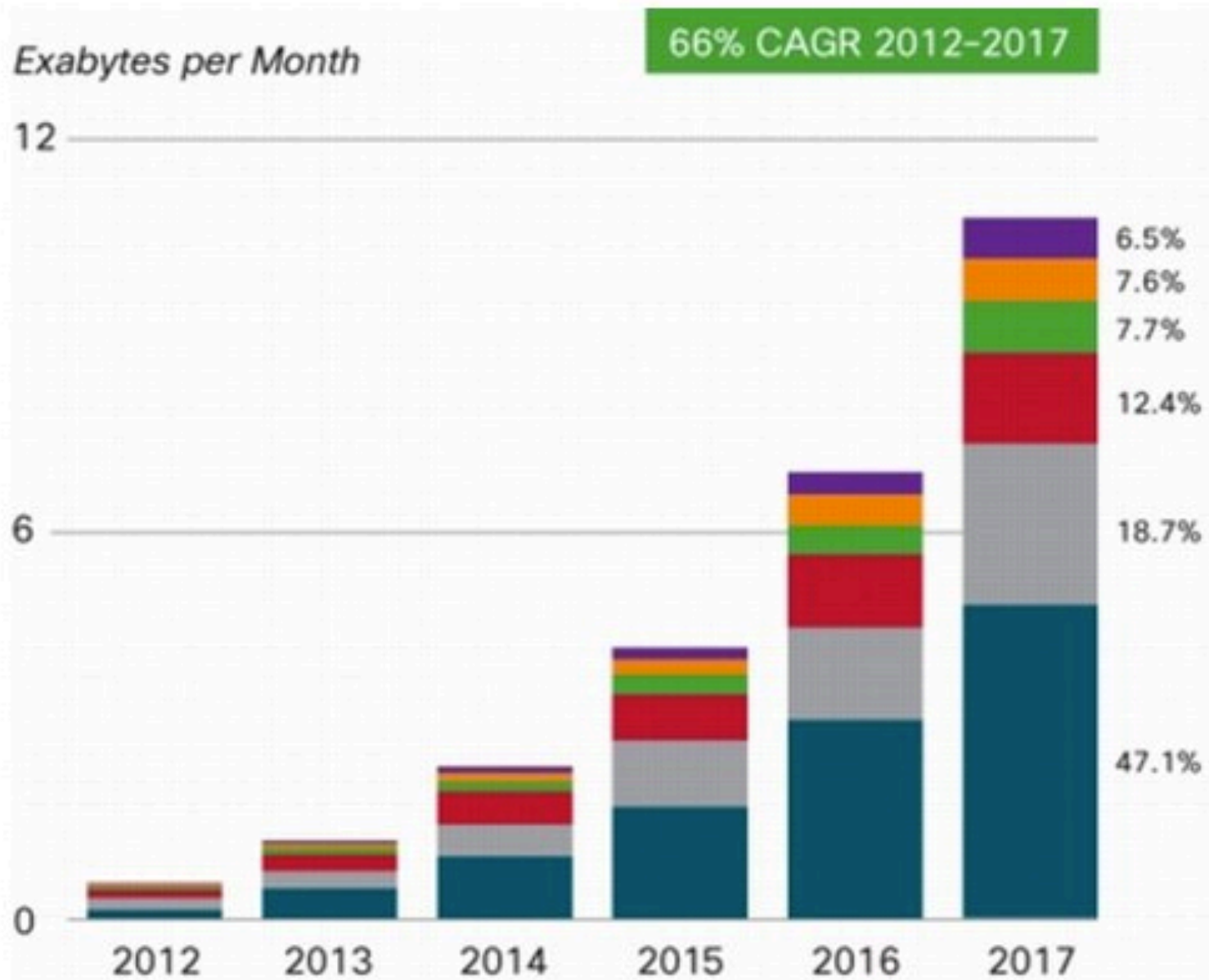
Figure 2. Global Mobile Data Traffic Forecast by Region



Source: Cisco VNI Mobile Forecast, 2013

Global Mobile Traffic Forecast 2012 -2017

Figure 2. Global Mobile Data Traffic Forecast by Region



Source: Cisco VNI Mobile Forecast, 2013







Search for people, jobs, companies, and more...



Advanced



35



Home

Profile

Connections

Jobs

Interests

Business Services

Upgrade

Edit Photo

Make sure you're looking your best...

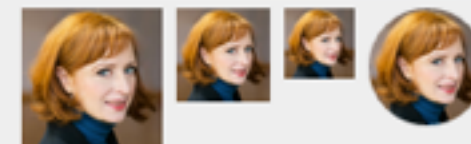
Adjust Photo

Drag the yellow square to change position and size. [Change photo.](#)



Preview

How you appear across LinkedIn.



Save

Cancel

Delete Photo

de.linkedin.com/in/kixkar

Background



Skills

Top Skills

35 Social Media

26 Facebook

26 Digital Media

19 Social Networking

16 Blogging



Search for people, jobs, companies, and more...

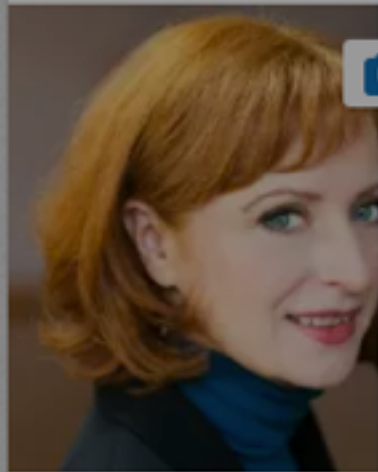
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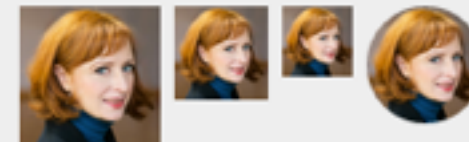


Save

Cancel

Preview

How you appear across LinkedIn.



Delete Photo



Profildetails

Fishbowl-Effekt



Search for people, jobs, companies, and more...



Advanced



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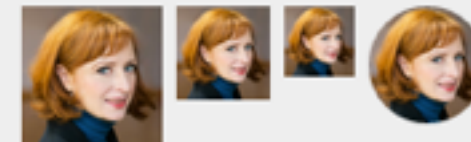
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[Delete Photo](#)

de.linkedin.com/in/kixkar

Background



Skills

Top Skills

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19 Social Networking

16 Blogging

A close-up, low-angle shot of a glowing incandescent light bulb. The filament is a bright, coiled wire that glows with a warm, orange-yellow light. The bulb's glass is clear, and the internal structure, including the base and support wires, is visible. The background is a soft, out-of-focus grey.

GET VISIBLE!

Especially your Profile Picture

PROFILE PICTURE



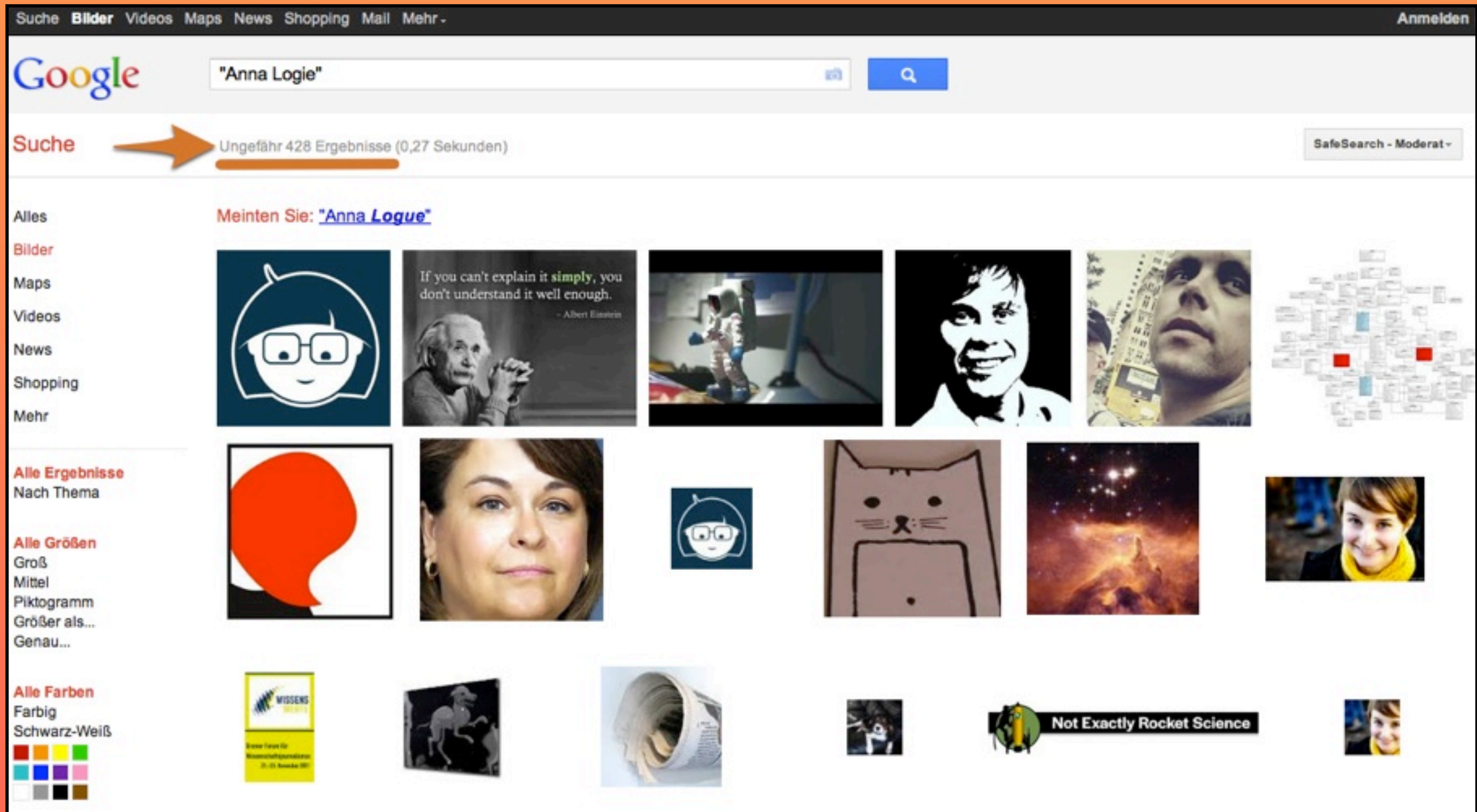
PROFILE PICTURE



Search Engine Optimization!
FirstName_LastName.jpg

PROFILE PICTURE

Anna_Logie.jpg





An unretouched Hurrell portrait of Joan Crawford made for Harry Beaumont's Laughing Sinners.



This is the same portrait, after James Sharp spent six hours retouching it.

Joan Crawford, 1931



Diplom-Kaufmann

International Project Manager

Dr. Ing.

Deutschland

Führungskraft



Nope



hat sein Profilbild geändert.

29. September um 23:42 · 🌐



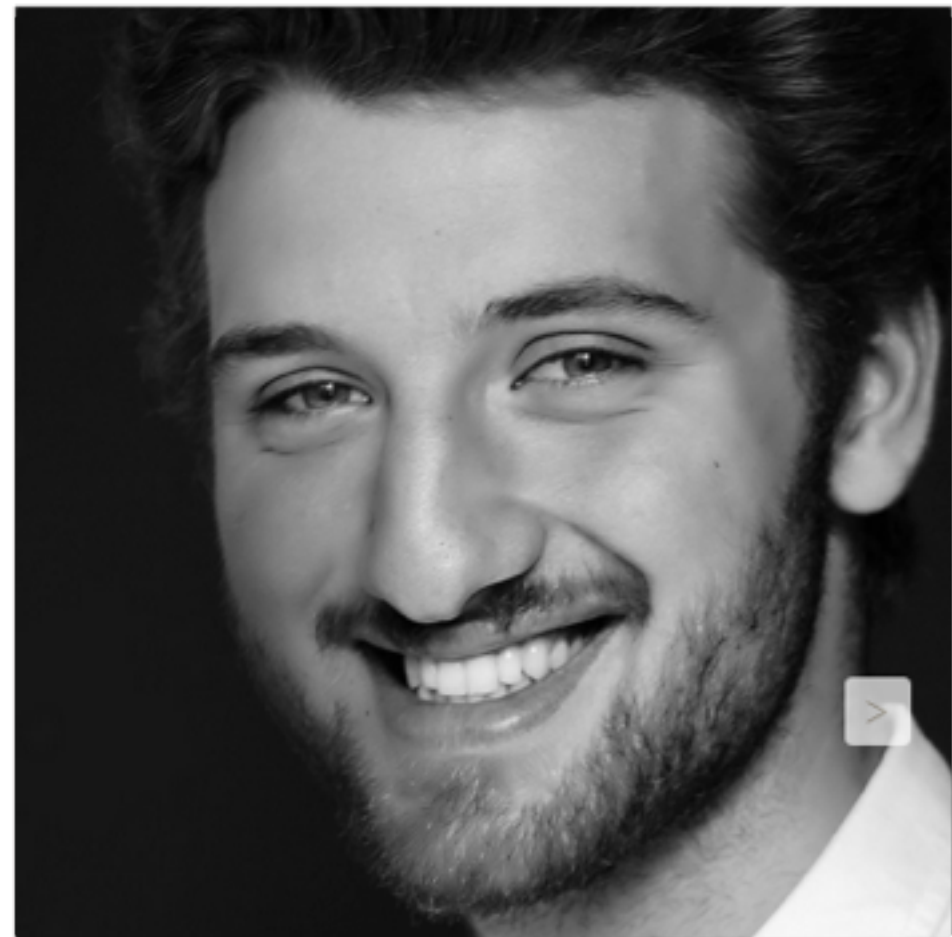
Gefällt mir · Kommentieren



TIPS



Photos: Rieka Anscheit
<http://riekaspix.com/>

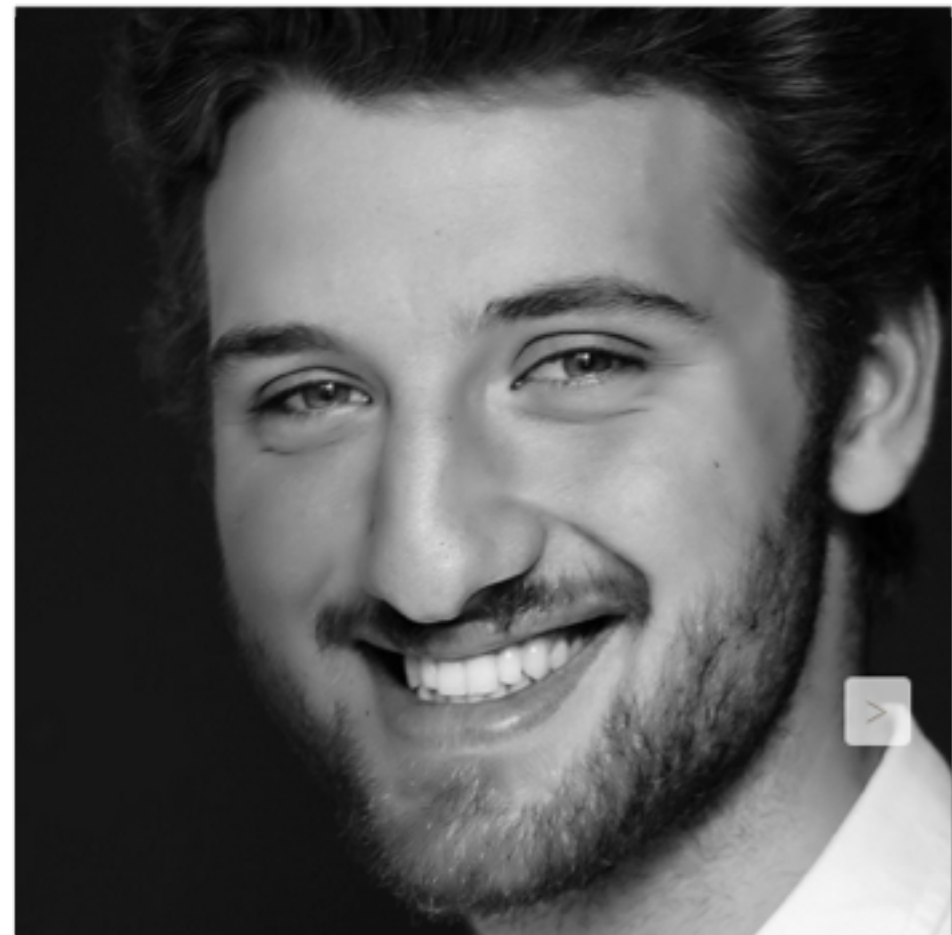


TIPS

> A clear Background



Photos: Rieka Anscheit
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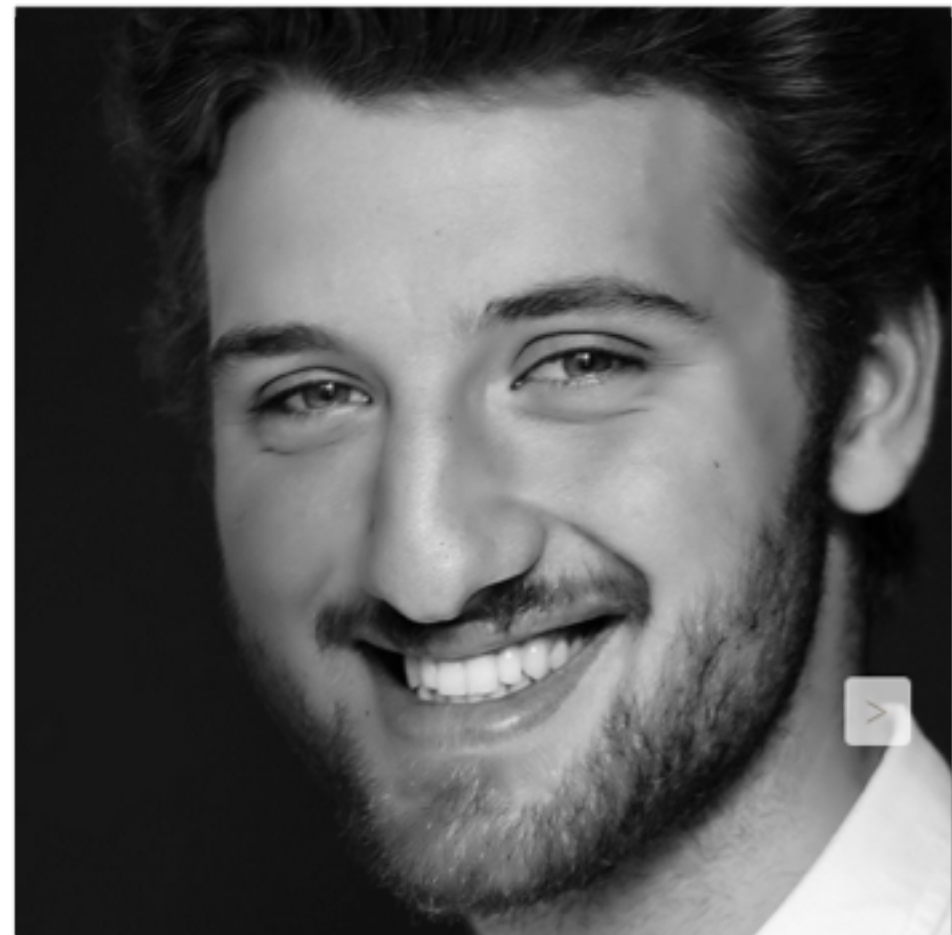


TIPS

- > A clear Background
- > Soft Light



Photos: Rieka Anscheit
<http://riekaspix.com/>

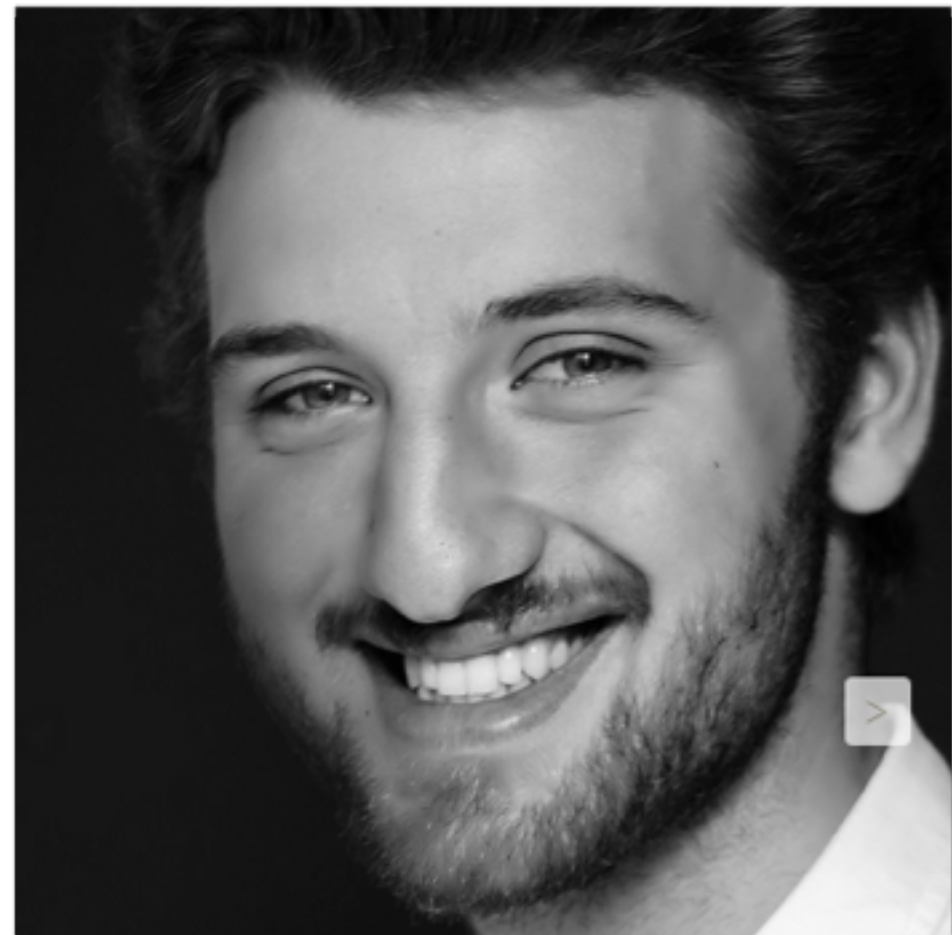


TIPS

- > A clear Background
- > Soft Light
- > Zoom in or crop it



Photos: Rieka Anscheit
<http://riekaspix.com/>



TIPS

- > A clear Background
- > Soft Light
- > Zoom in or crop it
- > Contrast levels up



Photos: Rieka Anscheit
<http://riekaspix.com/>

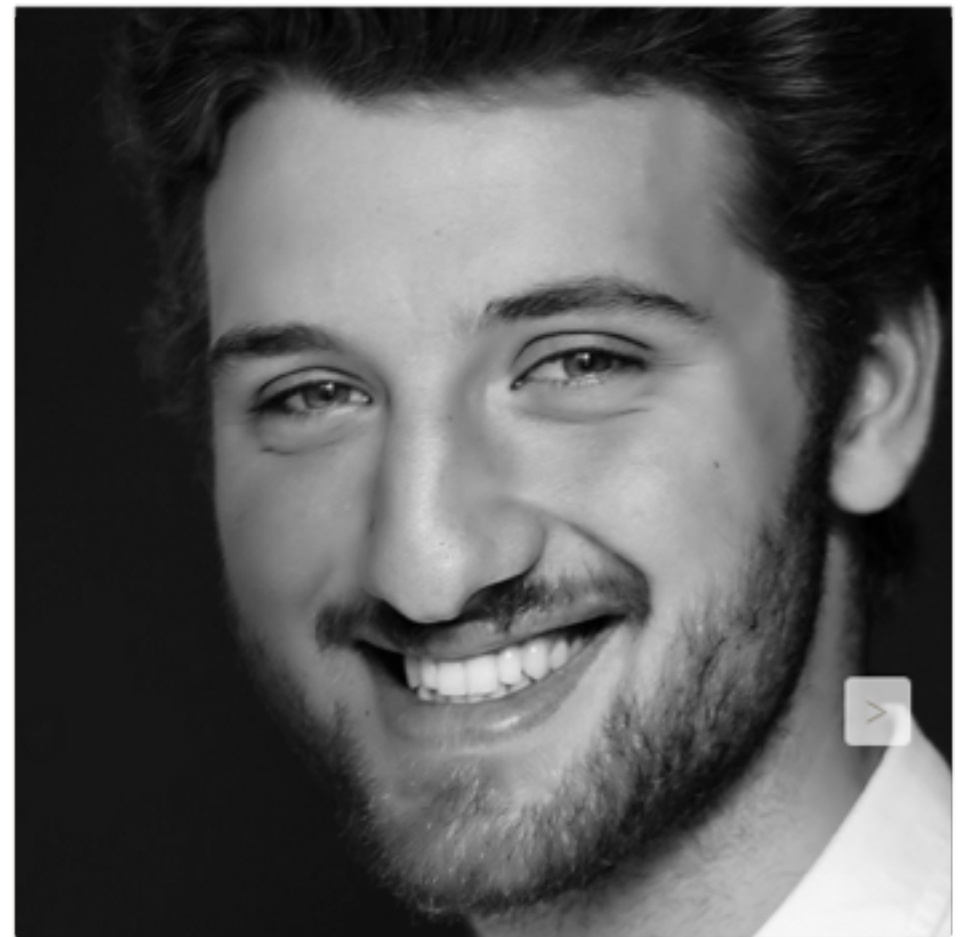
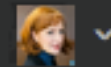




Foto: Noshu (CC BY-SA 2.0)

HOW DIFFERENT ARE YOU ?



Florian Blaschke

PROFESSIONAL AREA

- Industry Publishing
- Category Editorial/Writing
- Sector Journalism

EDUCATION

- October 1998 — May 2006 **University of Bonn**
Art History, German Philology, German Language and Literature
Other

WORK EXPERIENCE

- March 2013 — now **t3n Magazin**
Managing Editor

Full time
- April 2011 — March 2013 **LehmbruckMuseum**
Spokesperson / Head of Communications

Coordination of press relations. Supervision and development of all social media activities. Cooperation with the Google Art Project. Formulation and implementation of a new corporate design. Guidance, lectures and moderation of events.

Full time
- September 2010 — March 2011 **result gmbh**
Online Editor

Editing for in-house media and clients. Supervision of all social media activities and press relations. Development of communication strategies and assistant project management.

Full time
- June 2008 — August 2010 **news.de**
Editor



Profile | Career Plan

Share



Text Version



FLORIAN BLASCHKE



MALE



1979-07-03

PROFESSIONAL AREA

PUBLISHING

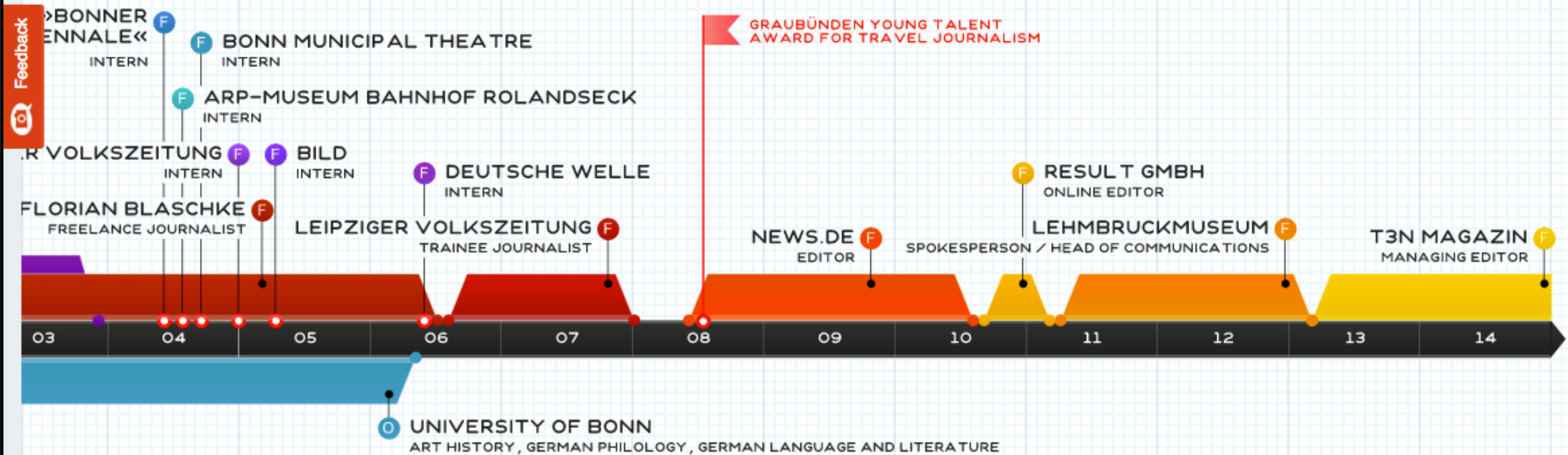
industry

EDITORIAL/WRITING

category

JOURNALISM

sector



SKILLS

Transferable

A GOOD SENSE FOR
THEMES AND LAYOUT ,
ORGANISATIONAL
TALENT

ABILITY TO WORK
UNDER PRESSURE,
MANAGEMENT
EXPERIENCE

BROAD GENERAL
EDUCATION

CONCEPTION, PLANNING, AND EXECUTION OF
EVENTS



Job-related

Expert

JOURNALISM, IN-DEPTH
INVESTIGATION,
COMMUNICATION
STRATEGIES

Advanced

PUBLIC RELATIONS, SOCIAL
MEDIA, ISSUE MANAGEMENT

Intermediate

WEBDESIGN, HTML, CSS

Basic

MARKETING

Kixka Nebraska

ProfilAgentin & Digitale Flaneurin



Email Me



Als Profiagentin berate ich vorwiegend Freiberufler und Menschen, die sich verändern möchten, vom ersten Profilaufbau bis zur Optimierung digitaler Präsenzen für Fortgeschrittene. Als zertifizierte Trainerin biete ich auch Workshops und Vorträge über Profile, digitale Identität und Social Media an.

Kixka Nebraska is the ProfileAgent, dedicated to helping offliner and newbies thrive in the digital space.



Hamburg, Germany

Contact Info ▾



Digitale Profile Social Media personal branding Online Identity



Follow

Kixka Nebraska

about.me

Q Enter an interest, place, organization, or name

David Bradley

Journalist, Photographer, Musician



Email Me

Freelance science and technology journalist based in Cambridge, England. Author of the amazon bestseller "Deceived Wisdom". Keen photographer, guitarist and singer-songwriter

📍 Cambridge, England

📄 Journalist, Photographer, Musician

🌐 sciencebase.com

📄 sciencetext.com

📄 sciencespot.co.uk

🎵 soundcloud.com/sciencebase

📷 imagingstorm.co.uk



Follow

David Ortiz Rodríguez

Science teacher -- IT specialist



Email Me



"A generation which ignores history has no past — and no future."

Robert A. Heinlein

I am an enthusiastic science teacher and a experienced IT expert currently working in e-commerce but trying hard to get again a teaching position. I am passionate about bringing science to students in unique, creative, and entertaining ways and I do love using IT resources in my lessons.

Nowadays I am radicate in Canterbury (UK) but I like to travel around the world looking for a place where the scientist of tomorrow were growing up.

📍 [Canterbury](#) [Cáceres](#) [Salamanca](#)

🏢 [FTK Gaming Network](#) [Tutoralia Cáceres](#) [Mundoclasses Salamanca](#)

🎓 [University Of Salamanca](#) [MA: IT On Education](#) [MSc: Renewable Energies](#)
[BSc: Environmental Sciences](#)

🏆 [IT Teaching](#) [Renewable Energies](#) [Physics](#) [Biology](#) [Chemistry](#) [Environmental Sciences](#)
[Trading Card Games](#) [Board Games](#) [Roleplaying Games](#)



ANNA LOGIE

Rocket Science für Anfänger



Email Me

Ich bin Anna Logie, freie Wissenschaftsjournalistin und arbeite in Berlin - auch wenn mich meine Interessen hauptsächlich ins Weltall lotsen.



Science Journalism Berlin Space Weltraum Wissenschaftsjournalismus Crossmedia



[R raumfahrer.net](http://raumfahrer.net)

slideshare.net

[f facebook.com](https://facebook.com)

[x xing.com](https://xing.com)



4 Profile Mistakes to Fix



4 Profile Mistakes to Fix

I. NO PICTURE IN YOUR PROFILE



4 Profile Mistakes to Fix

I. NO PICTURE IN YOUR PROFILE

People are looking for your Picture,



4 Profile Mistakes to Fix

I. NO PICTURE IN YOUR PROFILE

People are looking for your Picture,
not for a box with a shadow in the
middle.



4 Profile Mistakes to Fix

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4 Profile Mistakes to Fix

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People are looking for your Picture,
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middle.



Show us what you look like!

4 Profile Mistakes to Fix

4 Profile Mistakes to Fix

2. YOUR PROFILE IS NOT

4 Profile Mistakes to Fix

2. YOUR PROFILE IS NOT
VISIBLE IN GOOGLE SEARCH

4 Profile Mistakes to Fix

2. YOUR PROFILE IS NOT VISIBLE IN GOOGLE SEARCH

Check the Privacy-settings.

4 Profile Mistakes to Fix

2. YOUR PROFILE IS NOT VISIBLE IN GOOGLE SEARCH

Check the Privacy-settings.
Make sure it is marked:

4 Profile Mistakes to Fix

2. YOUR PROFILE IS NOT VISIBLE IN GOOGLE SEARCH

Check the Privacy-settings.

Make sure it is marked:

“Profile visible in search.”

4 Profile Mistakes to Fix

4 Profile Mistakes to Fix

3. NO LINK TO YOUR PERSONAL
SITE IN YOUR PROFILES

4 Profile Mistakes to Fix

3. NO LINK TO YOUR PERSONAL SITE IN YOUR PROFILES

Add links connecting to your personal site and other places so people can find you online.

4 Profile Mistakes to Fix

4 Profile Mistakes to Fix

4. PERSONAL TAGLINE TOO LONG

4 Profile Mistakes to Fix

4. PERSONAL TAGLINE TOO LONG

Most Profiles give you a short tagline spot under your name to fill with a concise description of yourself.

4 Profile Mistakes to Fix

4. PERSONAL TAGLINE TOO LONG

Most Profiles give you a short tagline spot under your name to fill with a concise description of yourself.

If your tagline is too long, it will confuse the first time reader. Keep it short and simple so the whole tagline fit.



RELAX!

DIGITAL PROFILE TIPS

D I G I T A L P R O F I L E T I P S

Start your profile before you need it

D I G I T A L P R O F I L E T I P S

Start your profile before you need it

Less ist more: Decide for the most relevant Plattformen for you

D I G I T A L P R O F I L E T I P S

Start your profile before you need it

Less ist more: Decide for the most relevant Plattformen for you

A digital profile is not a résumé

D I G I T A L P R O F I L E T I P S

Start your profile before you need it

Less ist more: Decide for the most relevant Plattformen for you

A digital profile is not a résumé

Always stay with the truth

D I G I T A L P R O F I L E T I P S

Start your profile before you need it

Less ist more: Decide for the most relevant Plattformen for you

A digital profile is not a résumé

Always stay with the truth

A digital Profile is work. Permanent.



Be prepared - They are watching you



Be prepared - They are watching you
GOOD LUCK FO YOUR APPLICATION !



ANY QUESTIONS ?

WWW.PROFILAGENTIN.COM

Profile Agent

Kixka Nebraska

info@profilagentin.com

Agent for Digital Visibiltiy

Personal Coaching | Workshops | Lectures on digital Tools

www.ProfilAgentin.com

Get connected:

de.linkedin.com/in/KixkaNebraska

