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 Platforms

Co-Founder Digital Media Women, Germany
What is a „digitale Profile“?
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Everything which can
What is a „digitale Profile“?

Everything which can
a) be found in the Internet connected
to your Identity and
What is a „digitale Profile“?

Everything which can
a) be found in the Internet connected to your Identity and
b) which can be controlled by yourself
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• E-mail-adress
What is a „digitale Profile“?

Everything which can
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b) which can be controlled by yourself

• E-mail-address
• Signature in your e-mail
What is a „digitale Profile“?

Everything which can
a) be found in the Internet connected
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- E-mail-adress
- Signature in your e-mail
- Social Media accounts
What is a „digitale Profile“?

Everything which can
a) be found in the Internet connected to your Identity and
b) which can be controlled by yourself

- E-mail-address
- 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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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?

- No: 9%
- Yes: 91%

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

- Facebook: 76%
- Twitter: 53%
- LinkedIn: 48%

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

- After receiving an application: 47%
- After initial conversation with the prospective employee: 27%
- After detailed conversations with the prospective employee: 15%
- Right before making an offer: 7%
- I don't use those sites to screen prospective employees: 4%
KEY TAKEAWAYS
Hirers are using social networks to screen job applicants.
Hirers are using social networks to screen job applicants. This means it is important to carefully manage your image on these types of sites.
Facebook and Twitter are being used a lot to screen job applicants.
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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
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Hirers are looking at
Hirers are looking at the social networking profiles of candidates very early in the process.
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

Your Name

Google Search  I'm Feeling Lucky

Positive  You Don't Exist  Cannot identify YOU  Evil/Bad image
GOAL
You define your Online Presence
Tip: Regular Privacy Checkup!
GET VISIBLE!

MAKE YOUR PUBLIC LINKEDIN & XING-PROFILE VISIBLE TO EVERYONE
Anna Logie

Wissenschaftsjournalistin
Rocket Science für Anfänger Berlin, Deutschland
Freiberuflerin

2 Kontakte
10% Aktivität

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

Eigene Notizen zu Anna Logie

Portfolio

Rocket Science für Anfänger!
"Rocket Science für Anfänger! Komplexe Themen verständlich und professionell aufbereitet.
http://arockscience.tumblr.com/"
"Rocket Science für Anfänger! Komplexe Themen verständlich und professionell aufbereitet. @ http://arocketscience.tumblr.com/"
Rocket Science für Anfänger!
Ich bin Anna Logie, freie Wissenschaftsjournalistin und arbeite in Berlin - auch wenn mich meine Interessen hauptsächlich ins Weltraum 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

> Profile visible in search > activated
Profile visible in search activated

Check your privacy settings!
Profile visible in search activated
Check your privacy settings!
Keep the information about you up to date
Profile visible in search activated
Check your privacy settings!
Keep the information about you up to date
Make sure that you can be reached
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
> 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: Ло  Ridiculous
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

Exabytes per Month

12

66% CAGR 2012-2017

Source: Cisco VNI Mobile Forecast, 2013
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
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
GET VISIBLE!

Especially your Profile Picture
Search Engine Optimization!
FirstName_LastName.jpg
Google Suche: "Anna Logie" Ergebnisse (0,27 Sekunden)
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
Nope
hat sein Profilbild geändert.
29. September um 23:42 ·  
Gefällt mir · Kommentieren
Photos: Rieka Anscheit
http://riekaspix.com/

> A clear Background
Photos: Rieka Anscheit
http://riekaspix.com/

TIPS

> A clear Background
> Soft Light
TIPS

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

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

TIPS

> A clear Background
> Soft Light
> Zoom in or crop it
> Contrast levels up
HOW DIFFERENT ARE YOU?
Florian Blaschke

PROFESSIONAL AREA
- Industry
- Category
- Sector

Publishing
Editorial/Writing
Journalism

EDUCATION
- October 1996 — 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
  LehmbrockMuseum
  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 2006 — August 2010
  news.de
  Editor
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

http://resumup.com/6231922
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.
David Ortiz Rodríguez
Science teacher -- IT specialist

"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.

Cantebury Cáceres Salamanca
FTK Gaming Network  Tutorialia Cáceres  Mundoclases 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
Ich bin Anna Logie, freie Wissenschaftsjournalistin und arbeite in Berlin - auch wenn mich meine Interessen hauptsächlich ins Weltall lotsen.
4 Profile Mistakes to Fix
1. NO PICTURE IN YOUR PROFILE
4 Profile Mistakes to Fix

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People are looking for your Picture,
4 Profile Mistakes to Fix

1. NO PICTURE IN YOUR PROFILE

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

Show us what you look like!
4 Profile Mistakes to Fix
4 Profile Mistakes to Fix

2. YOUR PROFILE IS NOT
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
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
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Most Profiles give you a short tagline spot under your name to fill with a concise description of yourself.
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!
Start your profile before you need it
Start your profile before you need it.

Less ist more: Decide for the most relevant Plattforms for you.
DIGITAL PROFILE TIPS

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A digital profile is not a résumé.
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Always stay with the truth
DIGITAL PROFILE TIPS

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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 FOR YOUR APPLICATION!
Profile Agent
Kixka Nebraska

info@profilagentin.com

Agent for Digital Visibility
Personal Coaching | Workshops | Lectures on digital Tools

www.ProfilAgentin.com

Get connected:
delinked.com/in/KixkaNebraska