

THE CAREER MONTHLY

LINKEDIN & PROFESSIONALISM EDITION

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INTRODUCTION

Welcome to the newsletter issue of *Career Monthly*, brought to you by the Kent State Trumbull's Office of Career Services.

The newsletter will provide you information, resources and tools to help guide you through your career planning journey!

Do not hesitate to reach out to the Career Services Coordinator, Tiffany Tyree, for any career related assistance. Her email is ttyree@kent.edu and the office is

located in the Student Services Building, Room #143. Find all issues of *Career Monthly* on the KSUT Career Services webpage.



WHY SOCIAL MEDIA AND PROFESSIONALISM

You may be wondering why social media has to take into consideration professionalism. "I have a right to speak my mind and my social media is my outlet to be free and expressive!" Yes, you are absolutely correct. All of that is true, but let me give you two good reasons to think twice before posting something questionable.

A **Digital Footprint** is the record or trail left by the things you do online. This includes social media activity, browsing history, online subscription, photos, videos and anything on the internet with your name on it. How does your digital footprint look so far?

According to CareerBuilder, 37% of companies conduct social media research on job candidates. Of those companies, 65% do it specifically to find out if the candidate practices professional conduct on social networks. Could your social media change whether or not you get hired?

DID YOU KNOW?

A small percentage of the static you see on "dead" tv stations is left over radiation from the Big Bang. You're seeing residual effects of the Universe's creation.

Written language was invented independently by the Egyptians, Sumerians, Chinese and Mayans.

PERSONAL VS. PROFESSIONAL ONLINE

Complete a quick self-diagnosis of your current online behavior. Answer the following questions:

- 1) Which strategy describes your current online behavior?
- 2) Is there a better strategy you could use.

GOOD TIP:

Develop good posture.

Good posture improves mood and enhances memory and learning.

- **Open Strategy**- transparency and authenticity, post whatever comes to mind on social media.
- **Audience Strategy**- keep professional and personal networks separate; ie. Deflect friend requests from co-workers and professional contacts, direct them instead to LinkedIn account.
- **Content Strategy**- accept all types of friend requests but you only post carefully considered content; tailor what you post to specific social circles can provide less risk for offense or embarrassment.
- **Custom Strategy**- manage both audience and content, setting up a personal account and a professional account.

THINK "BIG PICTURE"



Do's

Don'ts

- | | |
|---|--|
| <ul style="list-style-type: none"> + Be aware of private vs. public settings. + Create separate accounts if absolutely necessary. + Showcase unique interests and skills. + Be intentional. | <ul style="list-style-type: none"> - No photos of inappropriate photos or comments. - No harassing or offending. - No promoting negativity. - Avoid "liking" or "following" the controversial. |
|---|--|

LINKEDIN OVERVIEW

WHAT IS LINKEDIN

LinkedIn is the "Facebook for your career." It is the #1 job search, business news and professional networking app. It is free to create an account and profile.

LINKEDIN SECTIONS

- *Professional photo
- *Headline
- *Summary
- *Work experiences
- *Honors & awards
- *Projects
- *Coursework
- *Skills & expertise
- *Organizations
- *Volunteer experience
- *Education
- *Recommendations

LINKEDIN PERKS

- ⇒ Build your brand.
- ⇒ Find and apply to jobs.
- ⇒ Connect with former, current and new professionals.
- ⇒ Stay up to date with industry news.
- ⇒ Participate in groups.
- ⇒ Blog.



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OFFICE OF CAREER SERVICES

The office can assist you with the following:

- ⇒ Major and Career Exploration
- ⇒ Graduate Studies
- ⇒ Resume and Cover Letter Development
- ⇒ Interview Preparation
- ⇒ Career Search Assistance and Guidance
- ⇒ Job and Internship Opportunities

CAREER AND LINKEDIN RESOURCES:

KSUT Office of Career Services
<https://www.kent.edu/trumbull/career-services>

KSUT Career Cabinet
<https://tinyurl.com/KSTCareerCabinet>

"10 LinkedIn Profile Summaries" article
- Provides examples of solid LinkedIn profiles.
<https://business.linkedin.com/talent-solutions/blog/linkedin-best-practices/2016/7-linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>



LinkedIn Tips

How to get the most out of LinkedIn

- ♣ **Make your profile clear.**
What do you want to achieve by using LinkedIn?
- ♣ **Always use a picture of your face.**
- ♣ **Use headline to sell yourself.**
Tell the world what it is you do and use relevant keywords.
- ♣ **Put some thought over your summary.**
Make sure it is clear and easy to understand what you do and how to contact you.
- ♣ **Always list your skills.**
- ♣ **Get recommendations if possible.**
- ♣ **Don't be afraid to turn down connection requests.**
Add people who add value to your network.
- ♣ **Don't be afraid to ask people to join you on LinkedIn.**
- ♣ **Use LinkedIn to stay informed.**
*Put in time to read up on employers, organizations, companies, etc.
Stay in the new!*
- ♣ **Post LinkedIn statuses regularly.**
- ♣ **Consider posting media.**
Relevant to your work (articles, videos, pictures, etc).
- ♣ **Join and participate professional groups.**
*Start conversations,
answer questions.*

"Networking is marketing.
Marketing yourself, your
uniqueness, what you
stand for."

REMEMBER:

"Networking is not about just
connecting people. It's about
connecting people with people,
people with ideas, and people
with opportunities."
~ Michele Jennae