EP. 11 - Your Online Image

Overview

In this video, the focus is on how your online presence—especially your LinkedIn profile—can impact your job prospects, particularly in sales roles. A strong online profile is essential, and your LinkedIn connections, profile picture, and content all contribute to how recruiters and hiring managers perceive you. Your social media activity can also influence whether you get hired or even stay in the running for a job. This video explains how to improve your LinkedIn profile, manage your online reputation, and build a professional network.

1. Importance of LinkedIn for Sales Roles:

LinkedIn is the most important platform for finding sales roles, especially in business development. The number of connections you have matters because once you reach **500+ connections**, LinkedIn no longer displays your exact number, making you appear more established.

Key Actions for LinkedIn:

- **Build your network:** Aim for a minimum of 500 connections.

- **Maintain a professional profile picture:** A poor-quality photo will cause recruiters to skip your profile. It should be high-quality, professional, and reflect your business persona (e.g., dressed appropriately, clear, friendly).

- **Fill out all profile details:** Missing information, such as skills, summaries, or job descriptions, is a red flag for recruiters. Incomplete profiles suggest that you don't care about your professional presentation.

2. What Your LinkedIn Profile Says About You:

Your LinkedIn profile is often the first impression you give to recruiters and hiring managers, and it can determine whether they reach out to you. A well-crafted profile is essential for customer-facing roles, like sales, where you represent the company.

Common Mistakes That Lead to Being Overlooked:

- **Low-quality photos:** Avoid fuzzy, casual, or inappropriate pictures.

- **Incomplete profiles:** Make sure your experience, skills, and summary sections are filled out and reflect your expertise.

- **Lack of connections:** Recruiters may bypass profiles that appear inactive or under-networked.

3. Social Media Activity and Professional Image:

Hiring managers are increasingly reviewing social media to assess candidates' character and professionalism. This can include checking for controversial content, affiliations with questionable groups, or behavior that reflects poorly on the candidate.

Examples of Red Flags:

- **Inappropriate or unprofessional posts:** Photos of excessive partying, drinking, or engaging in reckless behavior can hurt your chances.

- **Controversial opinions:** Public rants or affiliations with controversial groups may deter companies from hiring you, especially if the role requires background checks.

- **Dishonesty about past issues:** Lying about criminal records or omitting important information can lead to immediate disqualification.

Case Study: A candidate was on the verge of getting hired by a Fortune 100 company but failed to disclose pending criminal charges. When the company found out through a background check and a quick Google search, they also discovered concerning social media posts, including videos of the candidate with guns and offensive remarks. The candidate lost the job offer and their professional reputation.

Key Takeaways:

- Always be honest with recruiters about past infractions; many employers will overlook past mistakes if you're upfront.

- Keep your social media profiles private or clean up any controversial or unprofessional content.

4. Proactive Strategies for Building Your LinkedIn Network:

- **20 connections per day:** Make it a habit to grow your network daily by connecting with at least 20 people.

- **10 comments per day:** Engage with content by commenting on posts, which helps increase your visibility and interaction with your network.

5. Monitoring Your Online Presence:

Your online activity is visible to recruiters, and what they find can either help or hurt your job prospects. It's important to manage what's publicly accessible about you online.

Tips for Cleaning Up Your Online Presence:

- **Google your own name:** See what comes up and take steps to clean up any problematic results.

- **Make your social profiles private:** Adjust your privacy settings if you prefer to keep personal content away from potential employers.

- **Be mindful of connections and groups:** Your network, including your "friends" and the groups you follow, can say a lot about you to employers.

6. How to Present Yourself Online:

Whether on LinkedIn or other social media platforms, always present yourself in a way that aligns with the role you are seeking. For sales professionals, appearance and professionalism are crucial, as you will often be customer-facing.

Basic Tips for Your Online Presence:

- **Invest in a professional headshot:** This is worth the small investment, as your photo is often the first thing recruiters and hiring managers notice.

- **Dress appropriately:** Wear professional attire in your photos and ensure your appearance aligns with the industry you're in.

- **Monitor your connections:** Be careful who you associate with online, as hiring managers can see your connections and followers.

Conclusion:

Your LinkedIn profile and overall online presence are critical to your success in securing sales roles. From your profile picture to your activity on social media, everything contributes to how recruiters and hiring managers perceive you. Be

proactive in building your network, maintaining a professional online presence, and ensuring that your profiles align with your career goals. Your online reputation can either open doors or close them, so take the necessary steps to present yourself in the best possible light.