

Step 3: Creating a Professional Online Profile

The online community is vast so it's smart to have an online presence. While many people use the internet to socialize and meet people, the internet can also be used for job-related services. One of which is having an impeccable, professional online profile. Online profiles show up higher and more frequently in search engine results when an employer searches your name—which nearly 80% of recruiters do!

As an employee who is actively looking for the best-suited position or company to join, the process is easier now. The internet can increase your reach and help you find potential employers as quickly and seamlessly as possible.

You need both an offline and online presence in which you can tell potential employers of your skills, strengths, experiences, education and ambitions. Create separate professional social media accounts from your personal ones for the sites you want to be active on. You will have to create these profiles on various job sites and social media platforms such as Facebook, Twitter, and LinkedIn. Make sure you use the same profile photo—That best represents your brand— across all of your accounts. You will also need to stay consistent with posting to your professional pages or blog.

Filling Your Profile

Let us go over some ways you can create a professional online profile on any website.

Use captivating headlines: You want to make employers read your profile, right? You're probably the individual they are searching for, and you have the necessary skills and qualifications. But first, you need them to start reading your profile. That is what a headline can do.

Take a look at these two headlines by two job seekers:

Jobseeker 1

"I am computer literate and I can do a lot of things to increase your sales"

Jobseeker 2

"Versatile digital marketer helping businesses expand their markets"

Any recruiter will definitely want to completely go through the profile of the second job seeker.

Headlines should be concise. Go straight to the point and fully make use of your words to communicate what you can do. Your headline can also serve as

your opening summary and it's enough to decide if your profile gets a deeper look or not.

Focus on your strengths: Every employer wants to know why they should hire you and not why they shouldn't. Be sure to emphasize the content that highlights your professional expertise, accomplishments, and achievements.

Have expertise: You might be a jack of all trades, but make sure you are a master of at least one. These days it's not unusual to see an engineer with skills in writing articles or creating podcasts. The point is to make sure that you have a skill that you are exceptional at. While employees appreciate a diversity of skills, don't end up looking like someone who knows so much but cannot do anything expertly (master of none). Employers specifically look for specialists, not generalists.

Make it short: Be careful. A long profile can be boring and a boring profile will soon put off potential employers. Make it short, detailed and as concise as possible. Of course, you should expect that summarizing your professional expertise will take a bit of work and re-doing. Many profiles limit the number of words that you can type, so you have to learn to make it short.

Type like you talk: Keep the conversation fluent. Avoid cliché statements and write creatively, make every word promote brand YOU! Employers want to know you, so there is no need to hide who you are as an individual. However, don't post personal information like your date of birth, relationship status, address politics (unless your intended career is in politics) or your religious affiliations. Instead, talk about any community sports or organizations you're involved in, three of your favorite books—think about the quality—or any volunteer work you participate in.

Don't be arrogant: Never sound superior. The point is not to compare you with other job-seekers, but to simply show that you are a good fit for the job. statements like superior and outstanding are just empty words without factually backing up how you made or saved a company money, delivered on a project or received high praise for your performance.

One of the best highlights of having a professional online profile is that different platforms have different approaches to showing off your qualities.

LinkedIn

LinkedIn is perhaps one of the most popular sites for professionals. In fact, if you want to build a professional portfolio of yourself, it is not complete without having a URL on LinkedIn. While LinkedIn can help you detail out your skills, experiences, and interests, it can also help show employers that you can network. It affords the opportunity to reach potential employers and make connections. The more you network, the higher your chances of getting hired are as your visibility increases. Regularly update your profile and include your work history, education, skills and any projects you've worked on.

opportunities that are tailored to your profession and skills.

Blog

With a personal blog, you can fully express yourself to any potential employer. After all, no one else has your specific personality, values, beliefs or experiences. What experiences do you have that makes your story unique and relatable? With a blog, you can also link all your job profiles on other platforms to the “about me” page on your website. However, your blog should have a purpose. Ensure it is specific to your target industry, find your unique story and position yourself as an expert in your field.

Facebook and Twitter

It is important that you keep Facebook and Twitter as professional as possible. Keep the personal you and professional you separate by creating an additional Facebook page for your professional brand. It is important that you are careful with what you post as the things you post can determine whether you get the job or not. Make sure you use privacy settings on your personal page.

Twitter is particularly useful in highlighting your expertise. Tweet all things related to your industry including news, reports, events or advice. Also, retweet posts by industry leaders and follow companies or persons that are highly regarded in your profession.