

I See Your Profile

Your Online Life Has Windows

Advertising Federation of Louisville
Young Advertising Professionals
Career Construction Series

June 5, 2008

Crystal Peterson | Jason Falls

source: <http://businesscommunicationblog.com/blog/2009/02/11/i-can-see-your-profile-online-reputation-management/>



D O E - A N D E R S O N

Building brands by creating brand enthusiasts.

Reputation Management



facebook



Reputation Management

An estimated 22 million people are engaged in social media

Comscore/Forrester Research

- More than 70% in U.S. age 15-34 are using some form of social network

Fox Interactive Media/Isobar

- 57 million Americans read blogs

Pew Internet & American Life Project

- 81% use it to find info about and 66% to buy products

Pew Internet & American Life Project

Marketers/advertisers are getting on board

- Social media is quickly becoming *the way* to reach consumers



Reputation Management

Your career and social media

- Client Services – How can you take your clients there if you don't know the way?
- Media – Search and paid online media is now as important as traditional media
- Public Relations – 75% of journalists get story ideas from blogs. Brodeur/Marketwire
- Creatives – Consumer eyes are online. Are yours?



Reputation Management



Surfing the web by Tvol on Flickr.com

So, you should be
online.



Must be something good in there by Rob! On Flickr.com

But your online life has
windows



Reputation Management

Resume/Reputation Management

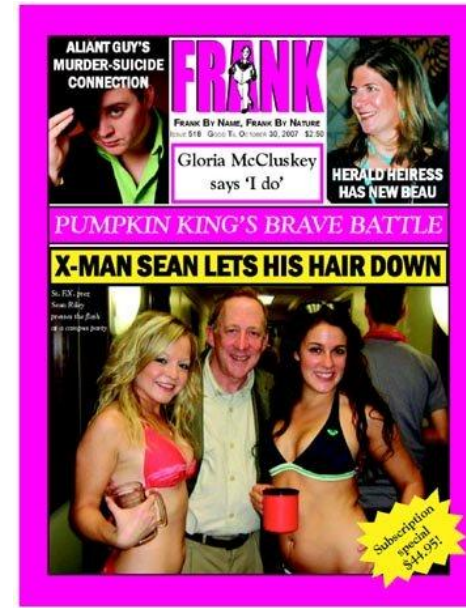
- Recent survey of HR professionals
 - Nearly half of all respondents will run a candidate's name through a search engine like Google or Yahoo! before making an offer SHRM Survey
 - 1 in 5 of those say they've disqualified a candidate because of what they uncovered SHRM Survey



Reputation Management

Your online life

- If I Googled your name, what would show up?
- Examples
 - Friendly University President
 - Unemployed Bank Intern
 - Virginia Tech Football Money Man



Reputation Management

Or would this appear?

- Blogs
- Linked In Profiles
- White Papers
- Conference Presentations

The image shows a screenshot of a LinkedIn profile for Chris Brogan. At the top, there is a video player titled "About Me" showing a man in a red polo shirt. Below the video is a "Jobdition" watermark and a "Share" button. The "QUALIFICATIONS" section describes him as a "Media savvy social media and public relations professional seeking a challenging and exciting opportunity to utilize multitasking skills and promotion expertise." Below this is a "Chris Brogan" profile header with a "2+" badge, his title "Social Media Strategy & Technology Expert, VP CrossTech Media", and location "Greater Boston Area". The profile has tabs for "Profile", "Q&A", and "Recommendations". The "Current" section lists: "Vice President, Strategy & Technology at CrossTechMedia", "cofounder PodCamp at PodCamp.org", and "Publisher, Speaker, and Trainer at [chrisbrogan.com] (Sole Proprietorship)". The "Past" section lists: "Community Developer at pulvermedia", "Chief Content Officer at Grasshopper New Media", and "Consulting at Grasshopper Factory (Self-employed)". The "Education" section lists "Lesley University". The "Recommended" section shows "108 people have recommended Chris" with a breakdown of 1 report, 28 co-workers, 6 clients, and 73 partners. The "Connections" section shows "500+ connections".

Reputation Management

Resume/Reputation Management

- Know & Control What's Out There
 - Set up Google alerts on your name
 - Periodic searches (Google, Facebook, MySpace)
 - Buy your domain name (if possible)
 - Be mindful of what's on your profiles (Facebook, MySpace)
 - Blog (If that suits you.)
 - Participate (blog comments, social networks, professional organizations)



Reputation Management

“Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. **We are the CEO’s of our own companies: Me, Inc.** To be in business today, our most important job is to be the head marketer for the brand called ‘You’.”

Tom Peters, “The Brand Called You”

Fast Company, August 1997



Doe-Anderson



Crystal Peterson
Sr. Vice President, Human Resources
cpeterson@doeanderson.com



Jason Falls
Director, Social Media
jfalls@doeanderson.com | @jasonfalls
(Twitter)

