

Managing Your Online Presence

In today's world, everyone has an internet presence. Everything from property records to press releases is available to people searching the web. It is vital to control the information on line about you or there could be negative consequences.

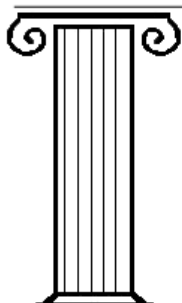
To be in control in this case isn't necessarily to be able to change the information because some of it isn't accessible but to be fully aware of what a potential employer may see. It is entirely likely that there are multiple people who share your name so knowing what is out there about you and them can also help head off any concerns.

To get started, go to www.pipl.com. This website will find out where your name is mentioned and give a short summary of each entry. Be sure to visit any sites with outdated information as soon as possible. If there is information out there about someone else, be sure to know what it is.

Next, create a presence you can be proud of. Start by creating a profile on www.linkedin.com. It isn't necessary to have a profile that is 100% complete, but be sure to add your career history. Also, in your name field, include your email address so that recruiters and companies trying to reach you can do so easily. That ease of contact will put you at the head of the list over people they have to track down.

Create similar profiles on www.plaxo.com and any niche-specific job board appropriate to the position you wish to obtain. You can find these types of job boards by typing "job board" KEYWORD into your favorite search engine (include quotation marks around anything that is more than one word). You should also set up a profile on Google by going to <http://google.com/profiles/me>. The wonderful thing about Google profiles is those are automatically listed on the first page of Google results.

Once you are in control of the information, when you are talking to a hiring manager or recruiter, you can alert them to both the information they will find about you and others. You will show them not only how important you find your own personal brand, but also that you want to save them time and hassle. A great way to start a new position!



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