

#BrandYou 2.0

JOSH MUNSON: Hi, everyone. My name is Josh Munson. And I'm the program coordinator with Global Connections. I'd like to welcome you to tonight's webinar, BrandYou 2.0.

We have Rebecca Cooney from the Murrow College as well as the director of the online MA and Strategic Communication program here at WSU Global Campus with us tonight to conclude your series about digitally branding yourself across digital and social media platforms.

Before we start tonight, I'd like to remind you about the chat box. If you scroll your mouse over the screen, you should see a few options that come up at the bottom. Feel free to click chat. And the chatbox should pop up. You'll be able to type in comments or questions throughout the webinar. This is meant to be a conversational webinar. So please feel free to type your questions throughout the webinar or wait until the end. And we'll have a question answer period with Rebecca at the end.

So without any further ado, I would like to welcome Rebecca.

REBECCA COONEY: Hi, there. I am Rebecca Cooney. I hope my video's coming up. I'm not sure. I can't see it on the side.

Welcome again to implementing your personal brand in the digital space. And this is a follow up to BrandYou 1.0 where I talked about your story in the digital space. Tonight I'm going to focus more on how you can create your online profile that reflects the image you want to project to the world using the tools that I introduced in the first installment. But I will be reminding you of those as we go through here.

So just for those who weren't at the first installment, I am Rebecca Cooney. And I am a clinical assistant professor in the Murrow College. I teach primarily public relations and digital media. I am also the online MA director and we have an emphasis in strategic communication. And then I also serve as faculty advisor for the Public Relations Student Society of America chapter here at WSU.

So just a refresh on some statistics that I introduced in part one and just some friendly reminders on the importance of having a really solid personal brand on your profile. A couple of reminders-- so two in five employers use social media to screen candidates. And that's a

pretty staggering stat we need to think about-- how much social media is going to be looked at as you are seeking employment opportunities and trying to sell yourself online.

43% of employers said that they did find information on these profiles that made them decide not to hire a particular candidate. But on the flip side, one in five hiring managers said that they found reasons to hire a candidate from their social media profiles. And that's going to be based on how people basically behaved online. Did they use derogatory language? Did they complain about their current employer or past employer? Did they have photos with them drinking or using drugs? These are things that they're looking for to get an overall impression of an individual's character and how they are going to be a good fit for their organization.

So just another-- one last reminder on the statistics side, when researching candidates online, employers are looking for information that supports their qualifications for the job, whether or not the individual has an online persona, also, what other people are posting about that person, and then also looking for those red flags that might come up on reasons that they might not hire the candidate.

So just-- it's a little bit of a refresh from what I talked about in the first BrandYou. I just want to make sure that I have everybody kind of on the same page.

So there's a thing I call they have personal brand arsenal, which is basically your story-- so how you're going to articulate who you are and what you do, your image, which are your photos for both profile and banner in particular, and then also how you want to act in that digital space-- how you want to perform in the digital space. So the main message I have for all three is actually consistency. Be consistent.

So your story's going to have your 16 second sound bite. Write the story of where you were-- maybe before you were in your current educational path, where you are today, what you're trying to achieve, and then what you hope to become long term.

Your image is-- recommended that you invest in a really good headshot and also shots of yourself or shots that represent your personal brand and the end that you're trying to put out to the world that are of good quality and of good taste. And then also your level of engagement is really deciding how you want to engage digitally in order to demonstrate to potential employers some of your potential.

So your tools-- the things that you have to work with in this arsenal-- you have your social

channels. And I quoted this last time as well that Karli Overmier, who is a senior VP at Barokas PR in Seattle, she suggested anyone looking for employment should have profiles in Facebook, LinkedIn, Twitter, and Instagram.

It's also recommended that you create an online portfolio that provides an opportunity for you to showcase a little bit more about yourself, your goals, your expertise, samples of coursework or professional work, as well as contact information, and a way for them to contact you.

And then also as you get further into different roles, especially as you get into professional roles, you're going to end up on a bio pages and staff pages-- whether you serve on a committee as a volunteer, you're on a board, or if you're on a staff page with your employer-- it's important that those are also consistent with the rest of your digital profile. So your name, title, and student status, your skill sets, accolades, awards, honors, what you're looking for professionally, personal passions, anecdotes. These are things that you can put onto your bio and staff pages that further tell the story of you and who you hope to become.

So I want to get into the reinvention of your online persona. Many people have a profile set up, of course, on Facebook. Maybe they've started something on LinkedIn, maybe have Twitter, maybe Instagram. But aren't necessarily coordinating those and having them intersect and using them really to the best possible way they can in their online presence.

So just an FYI from Go-Gulf-- they have a piece on pre-employment screening-- that the most used social networking sites to screen candidates are actually Facebook, Twitter, and LinkedIn. And in that order. Which I thought was really interesting. I would have I would put LinkedIn on top. But as it turns out Facebook, Twitter, and LinkedIn is the order. So something to be very aware of.

So your profile, just a reiteration, social channels, the recommended four Facebook, Twitter, LinkedIn, and Instagram. But in those profiles-- and these are basically your about pages, about me pages-- an opportunity to showcase your talents and demonstrating that depth and breadth of you as a potential employee. And then also where you can, influence how you appear visually, verbally on channels you don't manage. And that's why it's important on those bio and staff pages, volunteer, and serving on boards of directories, any of those pages where you're going to be represented-- it's important that you are able to provide them with a quick bio, maybe a headshot. That sort of thing that way you can control that message a little bit better than if they write it for you.

So I got the question actually last time-- and I get this question from people all the time-- and that's the big question of personal versus professional. How should I manage my social media networks between my personal and professional connections? Should I have multiple Facebook sites? Should I have multiple Twitter accounts, one personal one professional?

Well I read up a little bit on it trying to find something more specific on recommendations. I found this nice graphic on the top five drivers for personal and professional networking to really give you a little perspective on if you're more on a personal track what you're trying to focus and look for versus if you're on that professional networking and what your goals on spending time versus investing time.

So I think the better question is how do you maximize the value of your networks. And what I say about this is that your personal network should be used for social connections and entertainment where professional networks people want to learn more information and connect with resources. So think of like Facebook versus LinkedIn.

But regardless, your online presence is going to either attract people and keep them interested in wanting to learn more. Or it can repel if you're not careful. So regardless, you need to be mindful of how seamless the web is. So even if you have a personal Facebook page and a professional Facebook page, both of them are likely to be found. And both of them could be looked at and criticized. So if you think you can kind of go carte blanche, political, inflammatory language, and complaining about your boss on one public Facebook page-- and you think that that won't be seen, because it's your private-- just be aware that there are ways around it. So it's something to be very, very aware of and very cautious of.

So let's talk first about LinkedIn-- and I have several slides on LinkedIn, because I found this great infographic that walks users through the best practices of LinkedIn profiles and maximizing their presence there. And also, I found a quote that I've actually used in the past that talks about employers actually do look on LinkedIn for college students as a way of prescreening them. They call it passive searching.

So just know that even as a college student-- no matter if you have no real applied work experience or you have some applied work experience and you're moving up in getting either you're finalizing your undergraduate degree or moving on to a -- know that having a presence on LinkedIn is important, regardless of where you are in your career path.

So let's talk a little bit about the perfect profile blueprints. And I do reference-- this is from

Lifehacker.com. And it's the LinkedIn ultimate cheat sheet infographic. There's actually quite a bit more on this infographic that I don't include. So I definitely encourage you to go and look at this and maybe even print it out, because you're really trying to refine or develop your LinkedIn profile.

So it starts at the top with your headline and your name, and just making a decision are you going to list yourself as a student or are you going to list your current employer. It's really up to you. It depends on how you want to represent yourself. So if you're currently a hostess at a restaurant but you're ultimately trying to become an accountant, you want to get hired on at a bank, or you want to get hired on hospitality, just know that you have to make decisions on is it stronger for me at this point to note that I'm a student or is it stronger for me to say, hey, I'm a hostess at restaurant x. It's really up to you. But you have to make a decision and act accordingly.

The headline's important though, because you should be applying key terms that are related to your field and making it easy for others to define your industry and role within. So it's not a time to be sort of cute and call yourself a guru or a queen of. It's much more about who are you and what are you trying-- what industry are you trying to break into.

So your profile photo, they have some do's and don'ts on LinkedIn-- profile photos not use, icons. It's really best to do a head shot-- I know a lot of folks use photos from high school. They use photos where they're cropping themselves out where there's a dog in the background, cropping themselves out with their-- hanging out with their dad or their significant other. But it's really best to be by yourself, have a nice clean backdrop, a decent quality image-- not pixelated and not fuzzy-- being well groomed, head and shoulders is recommended, plain background, nice angle, something that you are proud of. A lot of people also put a lot of selfies-- like they took in their car. It's OK, not ideal. If you can follow these principles around the profile photo of do's and don'ts, it's much better. And you'll be much more successful that way.

The background, the summary statement of yourself, it's a great place for your sound bite where you can highlight your areas of expertise, the things that you're passionate about, personal anecdotes, things that you are trying to achieve, what you hope to achieve. It's a great place also showcase a little bit of personality and talk about things that interest you outside of profession. It's also good place to state pretty clearly that you're graduating in May

of 2017. But you're looking for an internship. You're looking for a summer gig. You're looking to start full-time in the fall. Whatever your language is, the summary statement is your opportunity to showcase that and set the page for those who look at your profile know where you stand, where your current status is, and what you're hoping to do next.

There's also experience. We're going to talk a little bit more about that as we get into the next slide. But really looking at your current-- it's fine to put wherever you're working now or if you're maybe volunteering right now-- you want to definitely showcase your expertise.

So in your experience section, as you're listing your various jobs, list from the most current to-- so start with what you're doing now or what you most did most recently and then back up from there. I don't recommend including high school unless you really have nothing else to reference. But you want to do a start and end date of your employment. You want to do the name of the employer, title or primary role-- so if you were a lifeguard, you were a hostess, or you were a bank teller, or whatever it is-- what is your primary role. And then in one to three sentence narrative, summarizing your overall responsibilities. Or you can do bullet point that outline your core duties But basically, summary and following the format that they have there under projects, location, and that sort of thing. But definitely be consistent in how you list your previous employment.

There's things on projects. So projects is a great place to highlight special curriculum projects like group work or research. Under skills-- this is where you can use-- identify specific key words and phrases that are related to your industry. If you're a good presenter, you're a good leader, you're very organized, you've got great project management skills, maybe you're a photographer or a graphic designer, these are great ways to list your skills. And then your connections can come in, and they can actually endorse you specifically for these skills.

On education, make sure that you list all of the degrees including your community college or any certificates. You don't need to do high school. You can just focus mostly on your bachelor's, or if you did community college, your certificates, or any kind of special training. You can do that and then your anticipated graduation date.

A little bit more on that, you are four-year education, your name of your university-- in our case Washington State University-- the name of your college, name of department, major and minor-- if you have a minor-- and then graduation date or anticipated graduation date. Those are the big things to include there.

If you're doing a community college, it would be your name of the community college, the areas of interest emphasis-- so if you were focused on natural resources, you were focused on financial planning, you had a communications focus, or business focus-- go ahead and note your areas of emphasis, even if it was just an AA and you focused on core. I'm sure you had a couple of electives in there that you could showcase and then also certificates, the awarding organization, and the year earned, and the purpose and a brief description of the certificate. And that can include if you've got a formal certificate-- a Microsoft workshop, you completed sensitivity training, or cultural diversity training. Those are things that can definitely include and actually really beef up and enhance your LinkedIn profile.

Making connections-- so there are groups and different connections. Joining groups that are related your field and interests are really smart. So I have a lot that are in social media, public relations, advertising, national communications associations, women in communications-- all those sorts of things that are very much related to my field in my field of interests. And then when you are seeking to make connections, be strategic and intentional versus random. So just because you're connected to someone who knows someone, randomly going out there and trying to connect with people without providing them any context can basically it just-- I don't know if I would say backfire, that's a little strong. But I would say that I'm personally very cautious about connecting with people that I don't have any context with.

And so even from the last webinar that I did on 1.0, I did get some requests for connections. And it really helps when they customized the requests to connect-- to tell me, hey I was in your webinar. Then I know that there's a legitimate connection. And it's not just somebody who's going to send me a bunch of spam, try to get me to buy a product, or if they're recruiters that are trying to either get my students or me personally. I just like to qualify and make sure that my connections are people that I want to be connected with and who are going to value from their connection to me.

And completing you're LinkedIn profile, there's some schools of thought here on having a pretty high percentage rate. They want you to be, of course at 100%. I think I'm still at like 95%. But users who have complete profiles are 40 times more likely to receive opportunities through LinkedIn. So you want to be-- that-- the all-star status means you have your industry and location, your current position with a description, at least two past positions, education, minimum of three skills, a profile photo, and at least 50 connections. That gives you that all-star status.

Also, the value of having a complete profile-- 100% means that you will fall into the search algorithm that helps when people are searching for several things. It'll give you a greater chance of being on top of that search result. Having a complete profile, having shared and common connections, connections by degrees-- so your first degree is the people who you're directly connected with versus the second degree, which is friends of friends and then friends of friends of friends is 3rd degree, and then also shared groups in common. So it shows that your-- the industry that you're following with different groups is a shared industry among your connections.

So a couple more things on that LifeHacker LinkedIn Cheat Sheet-- they have some guidelines also on image size outline and description for every opportunity. Have an image within LinkedIn. Have a outreach for recommendations. I know that's something that a lot of people don't know what to do, how to do it, how do you ask for recommendations, how do you ask for referrals and validations on skills and expertise. Hidden LinkedIn features that you can use to enhance your profile as well as using search engine optimization to maximize those search results within your LinkedIn profile. Some quick tips that you can implement immediately, and then also a great section on privacy settings and understanding what prospective employers are seeing versus what you want people who are actually connected to you can see. Really great resource.

I'm going to keep moving on and talk a little bit about Facebook. And so Facebook is a really important place for you to be. You can definitely control your privacy settings and how you rank people who are acquaintances versus close friends. But this is an opportunity to leverage the platform for career success and also as a playground for you and your closest friends.

So if you need to set up a Facebook profile and you don't know how to do it, I do recommend going to [Facebook.com/help](https://www.facebook.com/help). And that has ton of tutorials on setting up a profile.

But let's talk a little bit about your reputation on Facebook and definitely different ways to get started here on Facebook. So there's a couple of terminology-- I wanted to make sure I shared this-- there's the differences between a profile page and a group. So profile is personal. And that's where you invite friends. And it tends to be individual. Businesses are not allowed to have personal profiles. This is where you invite, maintain friends. Only friends can view your profile. There's no advertising. And you can create pages and groups within a personal profile.

A page is where businesses can actually create full pages. So if you wanted to do a page that linked out to your blog where you wanted to do page linked out to some entrepreneurial or freelance work that you're doing or if to a non-profit that you support or a cause you support, you can create a page for that. And you can have shared administration and some other things and also promote different things and ads.

In a group, it tends to be-- it can be closed or it can be open. But groups are great way to network. Facebook groups happen-- even my online MA students. They have a Facebook group that they share information. They talk about what's going on. They support each other in that Facebook group. But that's another way to really utilize Facebook to its fullest.

So as a personal profile on Facebook, couple of things-- considering your reputation, the ways that you behave, people you associate with, information you share, as well as information others share. That's definitely something to be mindful of in your Facebook profile.

Also consider your big picture strategy. What do you need to share to showcase your brand? What other information are you willing to share? And what information do you want to keep private? For me, my Facebook is primarily friends and family. What I'm mostly mindful of is that I tend to not take a stand on anything political. When things come through where they have the filters for supporting different causes or initiatives that come through, I tend to just not participate in those as to not potentially impact my personal brand. I stay pretty neutral.

Know what is seen by everyone. And so this is the name of the top of your Facebook profile. Your Facebook custom URL and username, your current profile photo, and your cover photo-- that is going to be seen by everyone. So that's something to be very aware of.

Also I know that a lot of people choose to use first name middle name or pseudonyms. And just be aware that, from a searching standpoint, that you may not be found. If you want to be found, you just need to be consistent. I think someone asked me in the last session about pseudonyms. And I think that's fine if you want to do pseudonyms. But be consistent and make sure that on your online portfolio and on your resume, if you want to be found that you make sure that you indicate those pseudonyms and make sure they're appropriate on those documents so that if you want to be found, you can be found.

And then also just deciding on those privacy settings, how much content do you want to be visible and how much do you want to be private?

Tips to create a strong personal brand on Facebook-- so just straight out deleting party photos, inappropriate cover photos, status updates you don't want prospective employers to see, update friends lists or remove those that you don't or shouldn't associate with anymore, especially if they tag you in unprofessional photos or videos. And update your profile info-- your photo, your about, your quotes, and links to represent your personal brand and have that continuity in your story.

So let's talk about Twitter. Twitter-- if you have not set up a Twitter, you're not familiar with Twitter, you can go to support.twitter.com for tutorials on setting up a feed and some best practices there. But I'm going to highlight couple of things here. Creating a strong personal brand on Twitter-- choosing your Twitter handle carefully is important. If you're a blogger, you can use your blog title. But if it's personal, you can just do a variation ini of your name. I use @RLCooney. I've seen people use first name, last initial or first initial, last or maybe even their whole name, but a variation of your name depending on what's available.

Avoid reporting on your every move. So I know that you're at the restaurant, or now you're at the library, or now you're getting your car washed. Before you post, consider is it relevant to your followers? Does it promote your values and ideals? And does it help followers get to you know better?

If you want to gain followers and inspire engagement, you can participate in Twitter chats, respond to mentions or shares, and share, tag, and engage. I follow-- just like in LinkedIn where you're following groups that are based on your industry-- I follow a lot of industry based thought leaders as well as groups that are in the social media, marketing communications, and advertising fields. And that way if I see an article that I think is going to be of interest to my fans and followers-- and most of my fans and followers are going to be my former students or colleagues. I do also have a few that if I follow them-- like social media today for example, or I think of Marketo. If I fall them, they tend to follow me, especially if I start to share things that are related to my industry.

I don't do a ton of original content on Twitter, because I've chosen to mostly do a lot of liking and sharing. That's one of the opportunities as well.

Instagram is, admittedly, my weakest point. I have not spent a lot of time on Instagram. I have not used Instagram to its fullest capacity for personal brand. But I did want to share some points that maybe you could get out of it.

Instagram is really a great way to make connections with your fans and followers. And it's a great way to showcase some really great creativity. If you would like to set up a profile, you can also visit help.instagram.com for tutorials. I'm just focusing mostly on the bigger picture of how to create strong personal brand in these channels.

So what they say about creating a strong personal brand is to find your niche. And so in Instagram, it's really more about different areas of interest that people follow-- your dog lovers, photographers, and-- I don't know-- people who like to cook and bake and that sort of thing. So it's sort of like Pinterest in that way as well. Setting yourself apart from everyone who-- as a way to showcase your personality. What are you good at? What do you enjoy doing? What are your brand's main purpose?

So if I was really serious about Instagram, perhaps I would do something on yoga. Or I would do something on my passion for economic revitalization in small communities. Or maybe I would do something on a form of substance prevention among teens. I might try to bring that in.

Use your face, not your logo. People connect with people, not brand logos. Interact. So replying to commenters and comment on their photos-- so that reciprocation is really recommended.

Build your profile. Keep it consistent. And make sure that it is with your about, your photos, and your whole personal brand story that that's consistent in your abouts and your youry tags.

They recommend using hashtags as a way to connect with fans and followers. Also, of course, being authentic and being yourself is very important.

So I thought that this stat was really interesting. As of early 2015, Instagram has registered more than 300 million unique users since its inception-- it's only five years old. And that's 12 million more than Twitter. So that's pretty insane. 57% of those users access the application at least once a day. And 90% of the user base is between the ages of 18 and 35. So I thought that was really fantastic.

So the last thing I want to talk about is online portfolio. And online portfolio I think can be a little bit daunting. I think people feel like, well I'm not a photographer, I'm not a graphic designer, I'm not painter, what am I going to showcase on my online portfolio? Well I going to show you what you are going to showcase. There's some different tools that you can use. wix.com is a

fantastic open source content management system-- or CMS. And you can create a free, beautiful online portfolio site on Wix. It does have a little ad at the bottom. But it's not obtrusive.

The only thing-- if you want to do a unique URL that is your name that doesn't have wix.com built into the URL, you do you have to upgrade. But that's really it. Otherwise you have a tremendous wealth and access to all sorts of things within that tool.

WordPress. WordPress.com is free. WordPress.org is something you purchase. And it's not that expensive. I think the last time I checked, it's about \$35 and you also get a URL with that. And you can-- where they get their money is in purchasing their templates and upgrading in their templates. But WordPress-- a little bit more cumbersome, a little less user friendly, but a very good tool, especially if you want to blog.

Weebly is the next one. Weebly is a lot like Wix. It's very user friendly-- also has a free interface and some great layouts-- really clean. They even have a portfolio section.

And then Foursquare-- which I personally have not played with, but I've heard some good things-- Foursquare is another one that you can check out.

So there are many others. But those are four that I thought I'd pull out and highlight.

So the work that you showcase to produce should be a type of work that you want to be hired to produce. So definitely think about that.

So your online portfolio-- it's a great way to showcase your biography in a more detailed way-- a little bit less structured than on the LinkedIn platform. Skills, qualifications, past coursework, projects-- both in the classroom and out of the classroom-- great place that you can showcase and really tighten up your display of work that is relevant to the field that you want to go into.

I recommend the following pages that-- on your getting started as you're just starting to build-- your about, your skills and passions, courses, samples of work, resume, a contact me page with a form. Some tips-- update your portfolio often. Use the blog feature as a way to showcase things you're actively working on and as way to keep things fresh and show that you're engaged in and also shows writing skills, which is useful in many, many job prospects. An online portfolio really gives an insight into how-- well it gives you an opportunity to really showcase how you created a project, the background on that project, a little bit of context of who was involved, what your role was on the project. So it's really important-- within your

samples in particular-- that you actually give context and showcase a little bit more on-- not just here's my beautiful piece but what was my role in it, because most projects, especially as you get into business, rarely has just one person involved. There's multiple people at the table. And it's fine to showcase the beautiful end product but also indicate what your role was on that.

Avoid long intros. Do summary statements. Encourage action. You can create that contact form, give easy access to your social media links. And then also Creative BLOQS recommends keeping it very clean and simple.

So I found an example that I thought was really balanced. And I thought it was really a great example of someone who is just getting started in life. And this is from Skillcrush. And this individual is a Magali. And I don't know this person, so FYI. But what I liked about her approach-- and this actually is a very similar look to what Weebly and Wix has-- she has a home, experiences, about, and a resume. So this is just her home page.

So this is her about. She talks about her experience. She has experience in the hospitality industry. She talks a little bit about her background, gives a real personal touch on what her story was, where she was, where she is now, and where she hopes to be.

So really follows that formula of introducing herself and showcasing. Now she chose not to include a photo. I wanted to point out. She has a photo deeper within her site. But I think her photo-- she chose to just do a little circle photo at the bottom. And I think that's fine. You don't have to make this a big showcase about yourself. You might pick a theme. And just roll with that, something that really showcases who you are.

So she's got Paris here. She talks about who I am-- very much consolidated bio. Who she is-- she's an online marketer. She talks about what her philosophy is and how she wants to be portrayed. So she's creating her brand profile right here. And she's creating the voice in the way that she wants to be described.

And then this is just an example of her resume-- very clean, very simple use of lines, bolds, and bullets and italics and a little bit color-- to outline who she is and her background, her skills, her expertise, and basically her resume. Oh, sorry. That was the last Magali

But there's others out there. And I think Magali's a great example of just that simple initial online portfolio that you want to develop.

And then I just had some final words on packaging yourself for the future. This comes from Luanne Tierney, who is a cybersecurity marketing executive. And she talks about the importance of developing that brand, being a good communicator, look and act confidently through your profile photos and through your social channels. Of course she has other things like being physically active, being proactive on writing your life goals, being determined, and being very proactive in everything that you do.

And I just encourage you to take this slow. But be intentional. Make a plan. And start to build things out. Start with your personal brand-- getting your story down and your bio. Get your photo. Start building your social media profiles even if you don't have a lot to contribute right now-- just getting those built. Figuring out how you want to be found. When you are found, what does it like. And then also starting to build that online profile so you have a place for people to land and showcase all that you are capable of.

So that's it. I think we're going to get into questions. So Josh, I'm going to turn it back over to you.

JOSH MUNSON: Cool. Thanks, Rebecca. So our first question is from [? Geraline. ?] And she would like to know, on LinkedIn, how far back do you suggest on going with past employment.

REBECCA COONEY: Well, that's a great question. So I have about 20 years in the field. And I always wonder, like should I still be putting my internships down. And so my answer to that is that I think you want to go back as far as-- I wouldn't go to high school. I think you can-- if you're well established, if you have more than 10 years experience, I would say you don't need to get it into your internships unless you get there pretty cool and maybe if they were overseas for example-- they were study abroad internship. Or you worked for pretty cool well-known company. But if you were just like hanging out at Von Housen Auto Parts, like I was, in Sacramento, California, it has less value.

So I tend to-- I think I would just say evaluate whether or not it's really relevant. But mostly focus on things that would have-- LinkedIn said to have no less than two. So if you have just a few, go ahead and mention just the few. But as you start to get more established and more experienced, you can start to drop off those ones that were early on and maybe not as relevant. Well once you started working professionally full-time and you held a position with title, I'd start there. Most of the resumes that I look at go pretty far back. They just don't go as far back as internships and certainly part-time stuff over the summer when you were in

college.

Hope that answers it. Next question.

JOSH MUNSON: Thanks. If one does freelance work should, it be kept separate from a professional profile?

REBECCA COONEY: No. No, no, no. I have a section on consulting, a section on-- even like this kind of thing, guest lecturers and webinars. Absolutely include your freelance as part of your profile, because it's also a great way to minimize gaps that you might have in your resume, especially a lot of students or even new mamas, whatever, they take some time off. Freelance is a great way to fill those gaps. So absolutely include it as part of your overall profile. Even if you say 2012 to present, freelance is absolutely relevant. And keep it in there.

JOSH MUNSON: What are your thoughts on an open Instagram account?

REBECCA COONEY: Open Instagram-- I think it's fine. If you show it to your mama and your grandma, I say it's fine to have it open. But if there's anything in there that you think could question, put a red flag for a potential employer or potential clients, or something that you feel a little bit questionable, I would tighten up those privacy settings. But if you feel pretty good and confident that what you're putting out there is something that you're not going to be embarrassed about that you'd be fine if anyone saw it, then I think you can keep it open. It's just something to assess on your own.

JOSH MUNSON: Thanks. And our last question-- so while she's answering this, if you have any more, feel free to type away. Ken would like to know, he's curious about your recommendation for privacy settings on LinkedIn. Is there anything your contacts can see that the public should not see?

REBECCA COONEY: Only if-- I would just be cautious of address, phone number, things like that you don't want people to see-- birthday perhaps. Those are the things that I would-- your basic privacy settings that you don't want general public to see.

I wouldn't want people to see my phone number, good Lord. I wouldn't want people to know where I live. So you have to be a little bit mindful of that especially if you upload documents like resumes. You might want to strip that information out so that you preserve-- just your personal safety-- privacy comes to mind.

But most of the things that you're going to have out there on LinkedIn are going to be pretty public friendly. Just that personal contact information-- things like birthdays, phone numbers,

addresses, certainly social security numbers, and that sort of thing. But also the only other thing I would maybe caution is if you plan to have any samples-- because LinkedIn has a ton of features now where you can have links out your portfolio items and that sort of thing-- just make sure that if it's something that, like maybe you get a project that you use Nike or you used McDonald's or another major brand. And you just want make sure you put disclaimers on there saying this was for a class project, or this was used for educational purposes. That sort of thing just to make sure that you're providing proper citation and attribution where needed. Hope that answers that.

JOSH MUNSON: Thanks. One more-- putting all of this information and all of your work out, are there any concerns about a lot of identity theft or stolen online information?

REBECCA COONEY: Going back and piggybacking on what I just said about personal information, just being really, really mindful of having things like your city, your address, your phone number. Protecting yourself on that level is smart. And something-- I think identity theft, as long as you're not doing a lot, putting credit card information or putting your social security number out there-- I think being very mindful, of course, not putting any of that information.

Even I think of an example of my daughter getting her driver's permit and posting it online and us going right away and taking it down, because it had personal information on there that she didn't really think about. Things like her address or things like her birthday. And those are things that you definitely want to-- on Facebook it's OK when it's your friends that know about your birthday. But just be mindful. Be really aware of those hot button items that can be misused, that you're protecting yourself in general public settings. Anymore questions?

JOSH MUNSON: That looks about it.

REBECCA COONEY: This is posted online also, right, the taped presentation?

COONEY:

JOSH MUNSON: It will be, yes. It has to do with through closed captioning before.

REBECCA COONEY: So if you want to go back and see, especially the LinkedIn slides are so much details. But again, I have links referenced. So you can go and look them up yourself and check out these great resources that are out there that really provide some good content. I think that's it though.

JOSH MUNSON: Cool. Well, I would like to thank you again, Rebecca, for putting on this series for us. And I'm sure everyone else would love to thank you as well.

As for those who attended, I just copied and pasted a link into the chat box. If you wouldn't mind taking a few seconds to submit a few answers to the survey about how you felt tonight's program went and what we can do to bring you more programming in the future.

I would like to remind you that next Wednesday, we have our last program of the year. It is Cinco de Mayo with Chef Jamie Callison, the executive chef for Washington State University. And he will be teaching us how to prepare for a Cinco de Mayo feast. So please feel free to register for that at connections.wsu.edu. And again, I would like to thank you for attending. And have a good night.