When you’re looking for an employment opportunity, you have more than your first impressions on employers—you also have to manage your online presence. Everything you do online creates a digital footprint. Recruiters will conduct a digital reference check when they’re considering you for a position. It’s essential that you are conscious of what you do and what is being said about you online.

**Strategies to manage your online presence**

- Be aware of your digital footprint: Know what is being said about you online before an employer does by creating a Google alert of your own name.
- Create a plan: This could include using LinkedIn for your professional presence and Facebook for your personal use.
- Build a personal brand: Identify two to three strengths or competencies and focus your online messaging on these areas.
- Manage your privacy settings: Selecting appropriate privacy settings on Facebook and other social networking sites will help you control what personal information is available to potential employers. Also, be aware of whether you’re tagged in photos and detag yourself if it’s not something you’d like employers to see. Even if the photo is later deleted, it could be found through an online search.
- Generate positive content: Google has hundreds of algorithms that sift through data looking for new information. Social media platforms like LinkedIn and Twitter are ranked high in Google search results, so be active on these platforms as you build your online presence. Add your own content through group discussions and blogs, and by commenting or tweeting on appropriate topics. This will help your name rank higher in searches.