

Digital First Impressions: Making Your Online Presence Work for You

By Dan Lopez, Career Advisor & Team Lead at RochesterWorks

Hey everyone, Dan Lopez here! Just the other day, I had a client scratching her head over why she wasn't getting any interviews, even though her qualifications were top-notch. One quick online search of her name revealed some outdated social media profiles that definitely weren't sending the right message. It was a powerful reminder: in today's job market, our digital presence often speaks louder than our resumes.

Your Digital Resume Never Sleeps

As someone who works with both job seekers and employers regularly, I can't stress this enough:

- **Professional Profiles Matter**
LinkedIn isn't just another social network; it's often an employer's first stop. Just last week, a local hiring manager told me they found three of their newest hires solely through LinkedIn profile searches.
- **Consistency is Key**
You want to present one cohesive story across platforms. That means using the same professional headshot, keeping career details up to date, and making sure your work history lines up no matter where potential employers look.
- **Digital Footprint Assessment**
Yes, it might feel strange, but googling yourself should be part of your routine. Understanding what pops up in search results is crucial if you want to shape a professional image that stands out in the best way possible.

Building a Strong Online Brand

From guiding hundreds of clients through their job searches, here are a few strategies I've seen pay off big-time:

- **LinkedIn Optimization**
Don't just copy and paste your resume, bring your profile to life! Share industry news, comment on posts from companies you admire, and join professional groups. I had a client who landed an interview in a pretty competitive market, simply because she regularly engaged with her target company's content.
- **Professional Content Creation**
If you're an expert in something, showcase it! Write short LinkedIn articles or tweet professional insights. Employers love seeing initiative and genuine industry interest.
- **Privacy Management**
Double-check those personal social media settings. Not everything needs to be public, especially if it distracts from your professional persona.

Common Digital Presence Mistakes

Through my coaching sessions, these are the issues I see most often:

1. **Outdated Information**
Make sure your profiles reflect your current career path and achievements.
2. **Unprofessional Photos**
A good headshot can make all the difference. It's your first impression, make it count.
3. **Incomplete Profiles**
Empty sections on LinkedIn can come across as a lack of effort, tech skills deficiency, or lack of experience.

Fun Fact

A recent study found that **79% of employers** have turned down candidates based on inappropriate social media content, while **43%** have found information on social media that has led them to hire candidates.

Take Action Today

Ready to put your best foot forward online? Schedule a **LinkedIn Profile Review** session with us at RochesterWorks. We'll work together to audit and optimize your online professional image.

Additional Resources

- **RochesterWorks LinkedIn Optimization Workshops**

Remember, in our digital-first world, your online presence isn't just an extension of who you are professionally, it often *is* your first impression. Let's make it a great one!