

## CREATE A PROFESSIONAL ONLINE PRESENCE

### Definition of Marketing

*“The action or business of promoting and selling products or services, including market research and advertising.”*

### Some advice:

- Be careful how you interact online – be professional
- Formulate a LinkedIn profile (there are more than 5,4 million LinkedIn members)
- 89% of recruiters have hired someone through LinkedIn
- 73% of 18-34 year-olds found their last job through a social network
- Most important social media tips:
  - Relevant, professional profile photo
  - Ensure your headline is effective and specific
- Sell yourself well – draft a friendly paragraph – be clear on the opportunities you are seeking
- Explain why you are different and unique – what initiatives can you bring to the sector?
- Confidently sell your historical achievements, experience, awards, etc.
- Obtain references and recommendations for previous work
- Ask a proficient person to edit the information for you
- Be interactive and update information on a regular basis
- Be careful what you share
- Consider undergoing social media management training
- Research content marketing and search engine optimisation

“Think once before you speak, think twice before you act, think three times before you post on Facebook”