



Building your online presence

Have you googled yourself lately? In addition to the internet functioning as a kind of pre-interview for job seekers, it has also become the tool of choice among employers seeking to fill vacancies. Do you have an online presence? And if you do, what kind of image is

being projected? Understanding, then, the power of your online presence, we offer you a few basic tips on boosting your online presence within the context of your professional life.

- 1. Include business details on your chosen social networking site** – Utilize the digital space you already occupy via Facebook, LinkedIn, Twitter, MySpace (and others) to promote your professional background – where you studied, your area of expertise, past clients, etc.
- 2. Create a blog** – Whether your focus is on a subject about which you are passionate, or an aspect of your chosen field, writing a blog is a useful means of giving employers special insight into who you are – how you think, your experiences, your values, and a host of other personal attributes.
- 3. Join a forum** – There are discussions out there on pretty much everything. Join a discussion. Share your thoughts and your expertise.
- 4. Create a Google profile** – If you are too busy to blog, join a forum discussion or other social media, a quick and easy way of having a presence on the World Wide Web is by creating a Google profile. Simply go to www.google.com/profiles and upload your basic details.
- 5. Choose a domain name that's right for you** – A domain name is a powerful thing. And today, with hundreds of domains to choose from (and multiplying), it is becoming easier for you to stand out from the crowd. How much more impressive and memorable is graham@tech.com than plain old graham@gmail.com.

And finally, once you have put yourself out there, remember to maintain your space.