MANAGE YOUR ONLINE PRESENCE

What is your Online Presence?

› Your online presence is your personal image or brand online. It is the sum of all the information available about you on the web.

› It is information that you post about yourself and information that others post about you with or without your knowledge and consent.

› It is you at your best, announcing your personal and professional achievements.

› It is your “digital dirt”, or the unflattering photos and information about you.

Why is it important now?

Law students prepare to enter a profession where professional reputation and ethical behavior are paramount. Now is the time to take control of your online presence. Later, use it to your advantage as a student, as job seeker and as an attorney.

Did you know...

45% of recruiters eliminate candidates based on what they find in search engines

IN YOUR FIRST YEAR

Checklist:

☐ Vanity Searching: Know what’s out there
☐ Privacy Settings
☐ Change your MO

More on Page 2

IN YOUR SECOND YEAR

Checklist:

☐ Create your professional persona
☐ Create professional content
☐ Create a professional website or e-portfolio

More on Page 3

IN YOUR THIRD YEAR

Checklist:

☐ Use your new online persona in your job hunt
☐ Refine your online portfolio
☐ Use your web knowledge as a skill in the workplace

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**IN YOUR FIRST YEAR, LEARN TO THINK LIKE A LAWYER BEFORE YOU SHARE**

Ellen Jones, J.D. of the NALP’s E-Professionalism and Social Networking Group gives you the guideposts as 3 Ps: Profile, People and Presence.

**Profile:** Chose your photo wisely, never post a photo you wouldn’t want a prospective employer to see. Choose your privacy settings carefully and pay attention to the “things others share” settings on Facebook.

**People:** Chose friends wisely. Separate your personal and professional lives in two different tools. Facebook = Personal, LinkedIn = Professional.

**Presence:** Think before you post. Spelling counts. Set email alerts to notify you of new postings to your profile or feed so you can respond or remove quickly.

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**NUMBERS**

<table>
<thead>
<tr>
<th>Recruiters that check search engines</th>
<th>78%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruiters that check social media sites</td>
<td>63%</td>
</tr>
<tr>
<td>Companies that have fired some for abusing social media</td>
<td>8%</td>
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</tbody>
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**Vanity Searching**

Google your name frequently and don’t forget your online aliases and user names. Search Facebook, Twitter and any other social media sites too!

What to look for:

- Photos of you used without your permission
- Unflattering comments
- Lack of information! Not having an online presence can also be a detriment

**Managing Your Privacy Settings**

Set them, and set them again. Privacy settings change all the time and you must keep up with what the world can see about you on social media sites. Be careful of what you share and even more careful about with whom you share it.

**On Facebook**

http://on.fb.me/OR3BgL

**On Twitter**

http://bit.ly/OR4ru0

**On Google**


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**Resources:**

- Dianne M. Timm & Carolyn J. Duven, Privacy and Social Networking Sites, 124 New Directions for Student Services 89 (2006), DOI: 10.1002/ss.297
2Ls: GET CREATIVE

... Create a personal brand

✴ Create your personal brand and professional persona online.
✴ Create a presence in social media that is strictly professional. Join LinkedIn if you haven’t yet or revamp your profile as a future attorney. Create a twitter account, blog or other platform dedicated to convey the appropriate message about your professional interests and aspirations.

Create professional content

✴ Create content that contributes to your designed professional image and avoids the pitfalls for sharing your personal life online.
✴ Take this chance to showcase your academic and professional interests. Show prospective employers that you have a valuable contribution to make in your desired field.

Resources:

✴ Create your own digital dossier rather than allow everything else, like Facebook, Twitter, and ancient online postings, to represent you and your work. An e-portfolio done well will outrank all the other stuff in the google rankings.

✴ Get started by featuring your current resume, your best academic work and a statement about your professional aspirations.

✴ You don’t have to be a web design pro to create an e-portfolio. Try free options at Wordpress.com, Google Sites, or Wix.com, or go simple with a personal landing page from Flavors.me.

需 help? Come see us! Andy Briggs at briggsja@wlu.edu or Stephanie Miller at millersc@wlu.edu
3Ls: Use Your New Online Presence in the Job Market

PUT YOUR E-PORTFOLIO TO WORK

✴ Give potential employers more than a resume by including the URL to your e-portfolio on your application submissions.

✴ The options for content are endless. Share a professional philosophy, showcase your best writing samples, include videos of your moot court participation.

✴ Include an invitation to connect on LinkedIn or follow your professional Twitter feed or blog.

✴ UPDATE, UPDATE, UPDATE! Keep your content fresh and current. Do not point potential employers to an e-portfolio with an outdated resume, an abandoned Twitter account or a blog with no recent posts.

What you know about web presence and privacy is now an added skill

✴ Your understanding of online privacy and web presence is a new asset as attorneys being working in the cloud and asking important questions about privacy and ethics.

✴ Creating and maintaining a professional online presence, including a e-portfolio, shows potential employers that you know

Resources


Resources

Access links to all these resources on bit.ly here: bit.ly/SiQ9l5


Ellyssa Kroski, How to Create & Manage Your Online Presence, PowerPoint presentation, http://slideshare.net/OQzhmz


This guide is a collaboration of the Washington & Lee University School of Law Library and Law Technology. Please direct inquiries to Stephanie Miller, Electronic Services Librarian, at millersc@wlu.edu or Andy Briggs, Technology Support Specialist at briggsja@wlu.edu