



THE ULTIMATE REPUTATION GUIDE FOR JOB SEEKERS PART 2 OF 2

By Jessica Merritt

In Part One of this article, featured in the January 2016 issue of "ie" Magazine, you learned that Employers are Researching Potential Candidates Online and What They are Looking For; Why It's Essential to Your Job Search to Build a Positive Online Reputation and How you can Build a Positive Online Reputation. Keep reading to learn more about The Ultimate Reputation Guide for Job Seekers!

Developing Your Online Presence

Though sometimes it's hard to believe, there is an online world beyond social media. For individuals developing a positive online reputation, there's no denying the power of building your own website to support your personal brand. And while striking out on your own can be intimidating for some, especially those who aren't experienced online, it doesn't have to be difficult.

- **Buy Your Own Domain:** Most domains can be registered for less than \$10 per year. Resources like

Namecheap and 1&1 will help you get registered, and can even offer hosting options if you need them. Ideally, you'll register yourname.com. If that's not available, consider variations including .net/.org/.info, or variations of your name, such as adding your middle or maiden name.

- **Build Your Website:** This can be as easy or as extensive as you'd like. For many people, a simple WordPress blog offers more than enough opportunity to establish a positive online presence. You can build something as simple as a short biography and resume. The Ultimate Guide to Building a Personal Website offers a great resource that explains everything you need to know when building a personal website to support your online reputation.
- **Develop an About Page:** More than anything, employers want to see what you say about yourself. Take the time to write a short biography, with links, photos, and other resources to back up your good name. Share links to press, your accomplishments, and more.

This is really your chance to shine, so show off and don't hold back.

- **Build a Portfolio:** If you want to really show off (and you should), start a portfolio on your website. This is a great place to show off photos of projects, explain your accomplishments, link to work you've done, and more. And it goes way beyond what you can share on a simple resume.
- **Start a Blog:** Everyone has something they're knowledgeable about. It's a great idea to start a blog, sharing your thoughts and important content. This is one of the best ways to stay on top of search results for your name with the kind of content that employers want to see: professional, well written resources that show off your expertise. You don't have to share a big post every week, but it's a good idea to stay on top of thoughtful topics to help show employers that you're informed. Discuss relevant industry news, post about topics you know best, and share your expertise.

- **Produce Your Own Content:** Even if you're not running a blog, it's a good idea to produce your own content. Develop pages that show off your expertise, or write posts for others. Be a voice for yourself before others have a chance to speak for you.

Networking Online for Reputation Management

Being established online is more than showing off what you know -- it's who you know. Having a strong network supports a positive reputation, sending a signal to employers that you're well connected, trustworthy, and involved in your industry. You should seek out connections with others and cultivate positive networking opportunities to show employers that you have an audience that trusts and respects you. Plus, developing a great network often leads to more job opportunities, so building your reputation in this way can pay off in more ways than one.

- **Get Connected With a Strong Network of Professionals:** Whether you're connecting on social media, online discussions, through blogs, or simply by email, it's essential that you develop a network of professionals you can call on. Being connected to influential people makes you look better by association, and it never hurts to have friends on your side, especially when you're in the middle of a job search.
- **Be a People Connector:** Be known as the person who knows everyone, capable of making great connections for others. This can help you earn a positive reputation as a person who works well with others and is trusted by many.
- **Nurture Your Contacts:** Stay in touch with your network, reaching out personally to send out updates with news you think your contacts would like to see, plus quick updates about what's new with you. You should always be helpful, offering introductions to others, assistance with projects, and more. It's best to offer value to your network without expecting anything in return -- eventually it will come back around to you, and may even help you get a job!
- **Be Supportive:** Show that you're a team player by being supportive of others. Applaud their accomplishments, and show your excitement for them when they've done something great. Some day, they can do the same for you.
- **Get Connected Offline:** While it's important to build a great reputation online, you don't have to do all of your connecting online. Get connected offline by volunteering or getting

involved in professional organizations. Of course, be sure to bring it back online with posts, photos, and discussions about what you're up to.

- **Get Listed:** If you're joining professional organizations, make sure you get listed in their directories. Often, professional organization directories are published publicly and may be found on Google searches for your name.
- **Make the Right Connections:** Remember that you don't have to look far to get started with your network. Current coworkers and business associates can serve as the front line of your network and help you branch out to more contacts. Connect with recruiters, employers too. They want to interact with you online and often, connecting online, typically through social media, offers a great outlet for connecting that you might not have access to elsewhere.

Be An Expert

Everyone wants to know an expert, and expert status can earn you respect, trust, and a great reputation. You may not see yourself as an expert -- yet -- but chances are, there's something you know more about than anyone else, and it's time to capitalize on that knowledge. Keep in mind that 14% of employers view a large online following as positive.

- **Write Publicly:** The best way to take advantage of your knowledge and use it to develop a positive online reputation is to write publicly as an expert. Develop articles for your own blog, and share with others as a contributor. Even a single well written article can help you stand out in search results, but write more, and you can really shine.
- **Aim High as a Contributor:** Look to professional journals and mainstream media in addition to blogs and online news sites. Of course, if you are able to contribute to high level publications, be sure to link back to it so that employers can see what you've done.
- **Become a Trusted Source:** Establish relationships with journalists in your industry. Let them know your areas of expertise, and encourage them to call on you for quotes and advice as they are working on news stories. You can also check in with Help A Reporter Out to find out what journalists need help with today. This is a great way to get cited as an expert both online and off.
- **Write Press Releases:** A great way to get in the news is to present an easy to use package to news outlets with a press release. Develop a press release any time you've done

something newsworthy, like speak at a conference or join a new firm.

- **Join and Create Discussions:** Contribute to public discussion groups as an expert. Resources like LinkedIn groups, industry blogs, and Quora can really set you apart and help you establish a reputation as a knowledgeable professional.

Be Consistently Awesome

Of course, earning a great reputation is more than signing up for the right websites, knowing the right people, and paying attention to details online. It's about what you do every day, at work, within your network, and even in your personal life. Being a positive force on a consistent basis is a great way to earn a reputation that employers want to see.

- **Deliver on Your Promises:** If you make a promise, keep it, and do so consistently. Offer a positive experience for everyone that works with you.
- **Be Reliable and Trustworthy:** Let others rely on you, knowing that you'll always deliver, and deliver well.
- **Present a Consistent Persona:** Whether you're interacting online in social networks, discussions, blogs, or guest posts, or just saying hello in an elevator or at a community event, be yourself and present a consistent professional version of yourself. People want to know they're getting the real you, no matter their method of interaction with you.
- **Be Active Offline:** Take part in networking, volunteering, community and industry activism, and more. Develop your strong reputation offline, but remember to bring it back online with photos, updates, and blog posts about events so that employers can see you're active.

Helpful Online Reputation Tools

Building a positive online reputation can be an overwhelming task sometimes, but with useful tools, you can stay organized and on top of it all. Check out these great tools for job seekers building a positive online reputation.

- **LinkedIn:** The ultimate networking resource online, LinkedIn allows you to establish a great reputation with a full online profile and recommendations, plus develop a strong, supportive network.
- **KnowEm:** Not sure which social networks you've signed up for, and which you still need to cover? This tool will help you find them all, plus research more than 150 domain names. KnowEm is the ultimate tool for claiming your online reputation.

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- **HootSuite:** Manage social media like a professional. This tool will help you stay organized and on top of all your social interactions online.
- **Help A Reporter Out:** Get quoted as an expert in news stories with Help A Reporter Out. This tool connects expert sources (that's you!) with reporters who need them, and it's a great way to get free publicity.
- **Quora:** Give the people what they want: your expertise. Show off your knowledge as an expert by answering questions on this well respected website.
- **Namecheap:** Get set up with your own domain name on Namecheap, and you'll be one step closer to developing a strong online presence.
- **WordPress:** Using WordPress, either as a blog or publishing platform, can help you get your name out there and start building your online reputation. WordPress is well known for its easy to use blogging resources.
- **Nurture Your Network:** Connect with others online and support them when they need you. They'll be around to help you when you need it most.
- **Be Part of the Discussion:** Let employers know that you're helpful and knowledgeable, plus, earn positive links for your search results by adding your voice to discussions with thoughtful replies.
- **Offer Your Expertise:** Show off your knowledge by being featured as an expert. Write press releases, connect with journalists, and offer help to those who are asking questions you can answer with authority.
- **Be Worthy of a Great Reputation:** Consistently deliver a positive experience for everyone you work and connect with. Be a credible source, a trustworthy ally, and a supportive contact.

Quick Tips for Building a Positive Reputation for Your Job Search

Building a positive online reputation as a job seeker can be as easy or as hard as you want it to be. Put in more effort, and you'll see a greater reward, but keep in mind that even small steps can help you stand out positively online.

- **Understand Employers are Searching for Your Online Reputation:** There's no denying it, employers are checking out your reputation online. Give them something great to find out about you.
- **Connect Socially:** Use social media as a professional to stand out and contribute to your positive online reputation.
- **Be a Real Person:** Make it easy for employers to identify your professional online activities by using your real name, photo, and your genuine personality.
- **Back up Your Resume:** Show employers that you're the real deal with resources that support what you've shared on your resume. Connections with employers, photos or links to projects, and other evidence that you are who you say you are can be incredibly helpful for building trust.
- **Create Your Own Content:** Develop a positive reputation as a knowledgeable professional by developing your own website or blog and being featured as a contributor.

Jessica Merritt is the Editor at Reputation Management. Reputation Management is growing more and more each day as user generated content continues to dominate the Internet. Ensuring that your online reputation is protected is essential whether trying to get a job, or even go on a date. The mission of Reputation Management is to educate both individuals as well as corporations as to the best methods to protect and enhance their reputation online. Please view our featured guides as well as the articles as to the intricacies of reputation management, and how you can use them to your advantage.

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For more information, go to: <https://www.reputationmanagement.com/>

For a full guide to managing your online reputation, visit our Ultimate Guide to Online Reputation Management. In addition to resources for building a positive reputation as a job seeker, this guide includes tips for repairing, improving, and monitoring your reputation.