

facebook

Instagram

twitter

MAKING THE MOST OF SOCIAL MEDIA

Pinterest

You Tube

Linked in

AIMS

- **Improve** your online presence
- **Explore** what social media could do for you



Your
online presence
matters



Big Brother UK ✓

@bbuk



As a result of our investigation into offensive and unacceptable posts on social media, Ellis Hillon has been removed from the Big Brother House.

♡ 2,071 4:36 PM - Sep 15, 2018



Ray Pew

@RayQ18



Follow

Think I just hit a cyclist. But Im late for work so had to drive off lol

Reply Retweet Favorite More

RETWEETS
43

FAVORITES
5



Justine Sacco

@JustineSacco



Follow

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

Reply Retweet Favorite More

2,678
RETWEETS

1,206
FAVORITES



10:19 AM - 20 Dec 13 📍 from Hillingdon, London

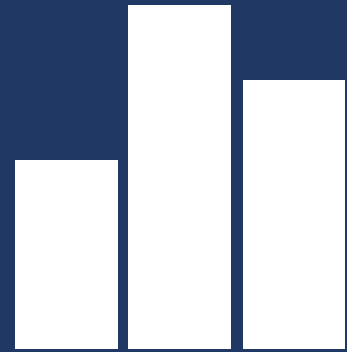


Cella ☀️

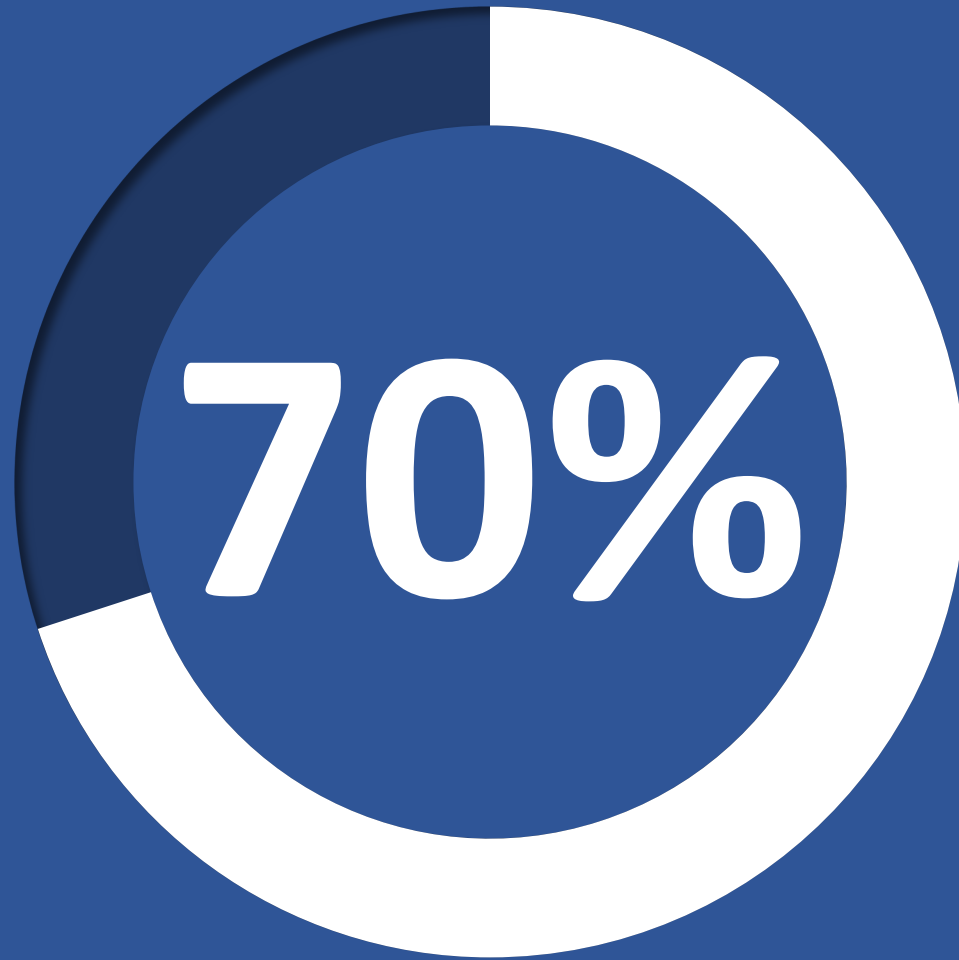
@Cella_

Ew I start this f██ a██ job tomorrow 🍑🍑🍑🍑🍑🍑🍑

2/6/15, 11:43 PM



Social Media **Statistics**



of employers use social
media to screen candidates

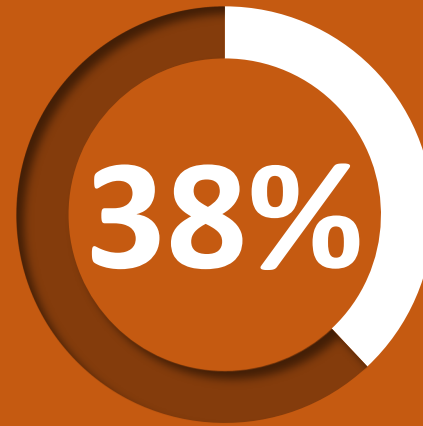


of employers have decided not to hire a
candidate based on their social media profiles

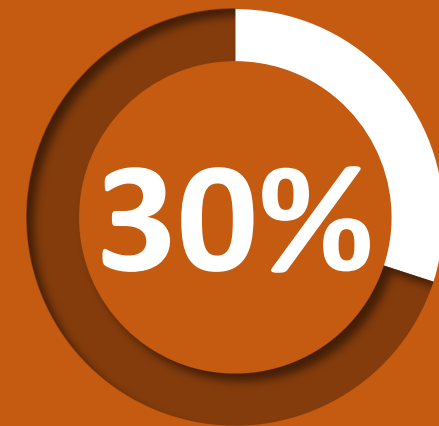
Reasons for not hiring include...



provocative or
inappropriate photographs,
videos or information



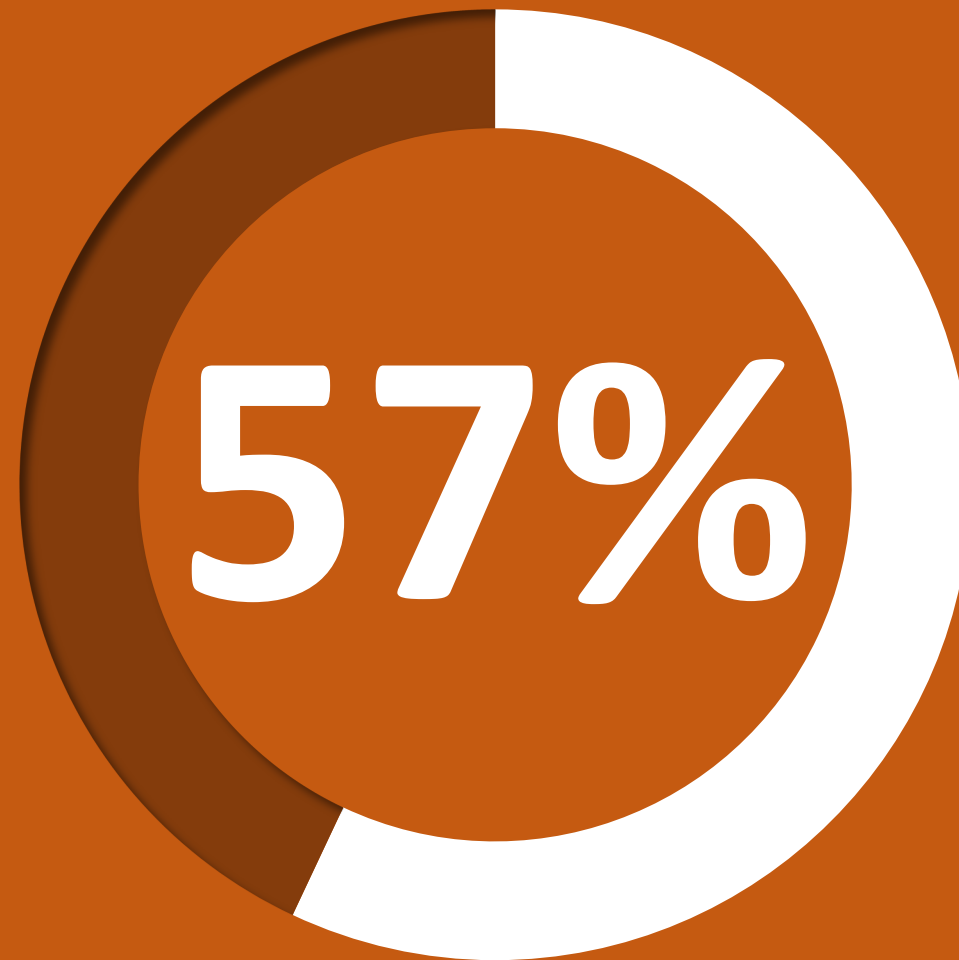
Information about
them drinking or
using drugs



Bad-mouthed their
previous company or
fellow employee



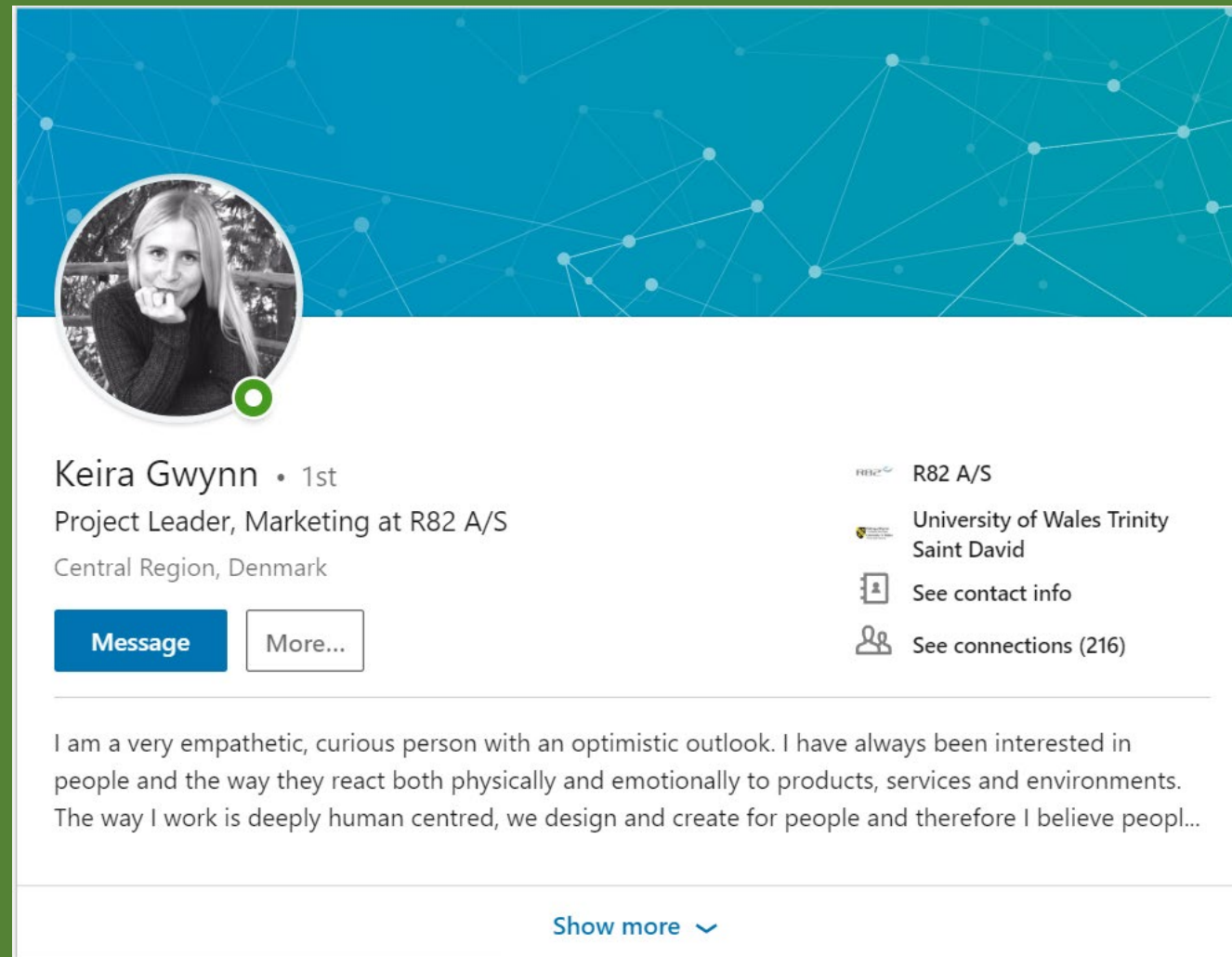
Just delete all of your accounts, right?



of employers are less likely to interview
a candidate they can't find online



of employers have found content on social media that caused them to hire a candidate

A screenshot of a LinkedIn profile for Keira Gwynn. The profile features a circular profile picture of a woman with blonde hair, a blue header with a white network diagram, and a white background for the main content. The name 'Keira Gwynn' is followed by '• 1st' and her job title 'Project Leader, Marketing at R82 A/S'. The location 'Central Region, Denmark' is listed below. To the right, there are three icons: a company logo for R82 A/S, a university logo for University of Wales Trinity Saint David, and a contact icon. Below these are three buttons: 'Message' (blue), 'More...' (white with a border), and 'See contact info' (white with a border). At the bottom, there is a 'Show more' link with a downward arrow. The bio text is partially visible, starting with 'I am a very empathetic, curious person with an optimistic outlook. I have always been interested in people and the way they react both physically and emotionally to products, services and environments. The way I work is deeply human centred, we design and create for people and therefore I believe peopl...'.

Keira Gwynn • 1st
Project Leader, Marketing at R82 A/S
Central Region, Denmark

[Message](#) [More...](#)

 **R82 A/S**
 **University of Wales Trinity Saint David**
 **See contact info**
 **See connections (216)**

I am a very empathetic, curious person with an optimistic outlook. I have always been interested in people and the way they react both physically and emotionally to products, services and environments. The way I work is deeply human centred, we design and create for people and therefore I believe peopl...

[Show more](#) ▾

Keira designed a product for disabled children for her major project. She joined LinkedIn and connected with people that may be interested in her product. **They were interested.**

What social media platforms do you use & why?

Group discussion



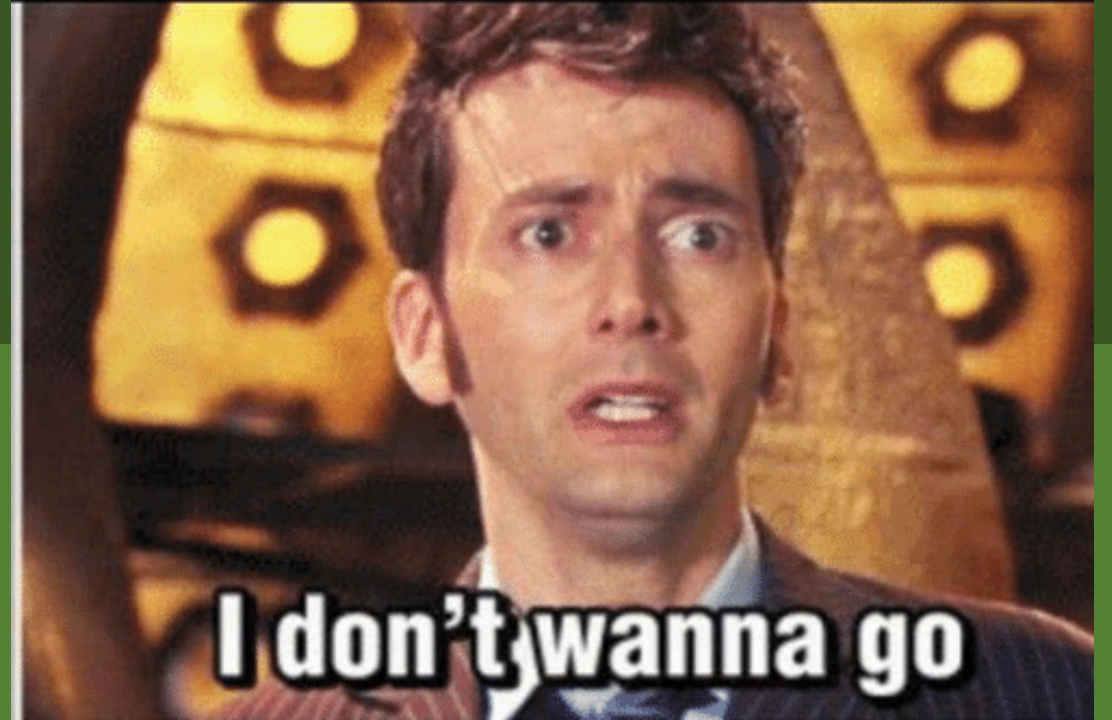
What do your profiles say about you?

What words describe your online presence?

Ask your neighbours

Would you want your
boss to follow you on
Twitter?

**That moment when
your weekend is over
and you have to
go back to work...**



If it's **public**,
its part of your **professional image**

Think about the tone of your online content

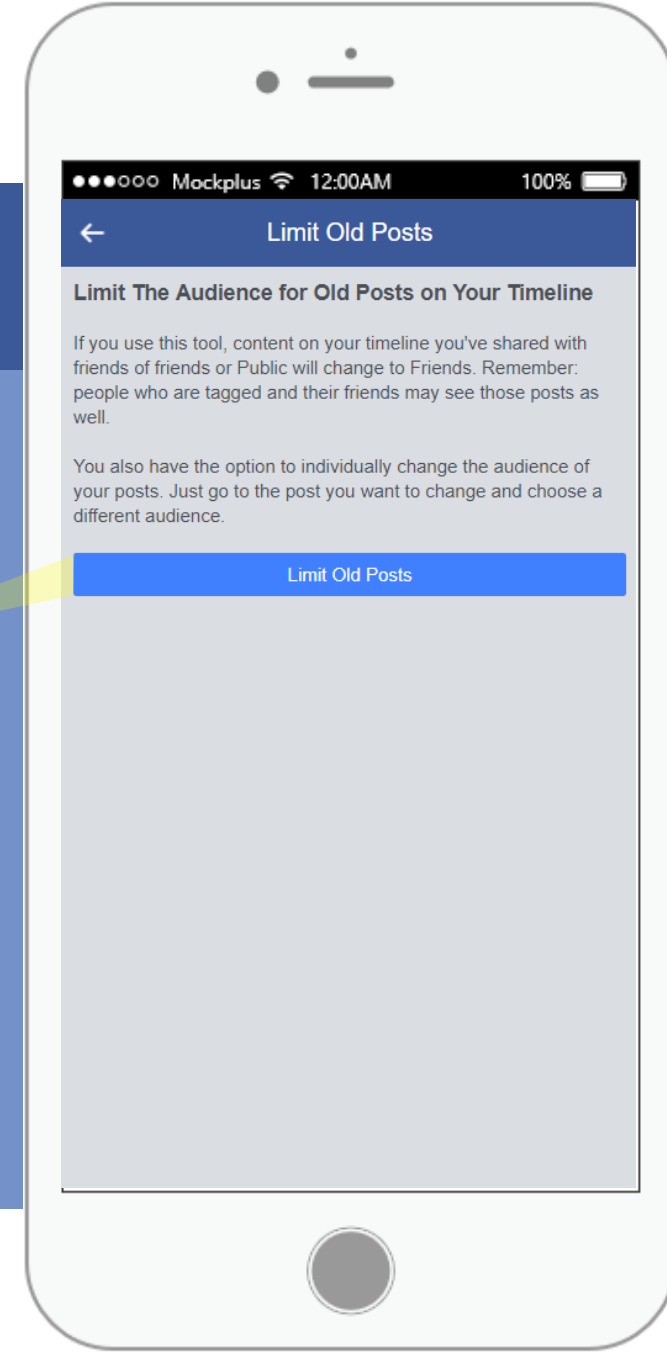
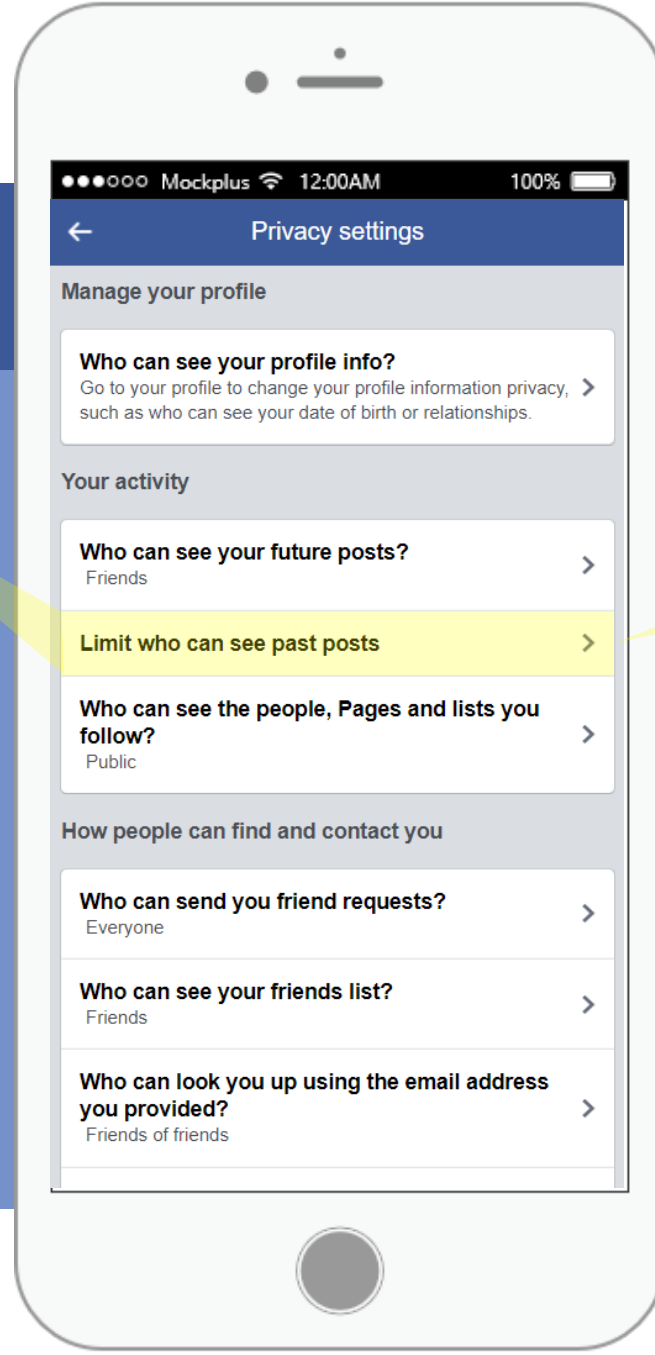
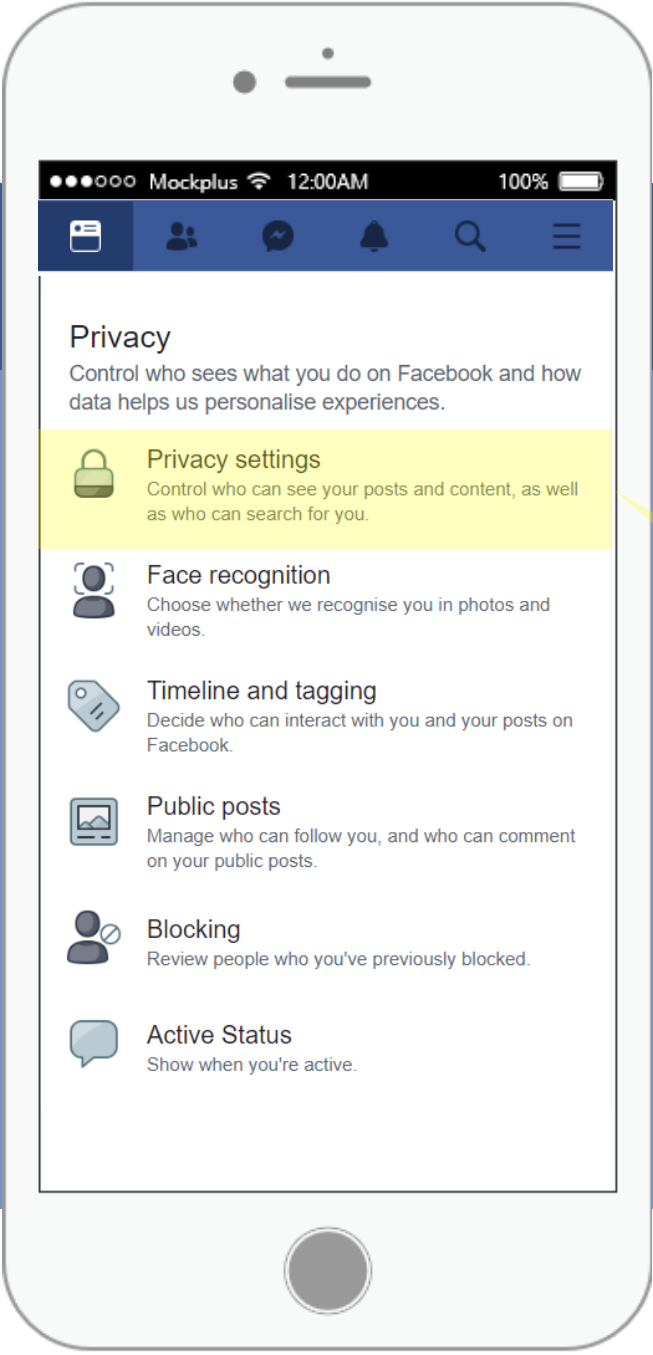


- Remove **inappropriate posts**
- **'Deleted'** content may still exist online

Don't post anything you wouldn't say in person



Your Privacy



[Home](#)[Create](#)[General](#)[Security and login](#)[Your Facebook information](#)**Privacy**[Timeline and tagging](#)[Location](#)[Blocking](#)[Language](#)[Face recognition](#)[Notifications](#)[Mobile](#)[Public posts](#)[Apps and websites](#)[Instant Games](#)[Business integrations](#)[Ads](#)[Payments](#)[Support Inbox](#)[Videos](#)

Privacy Settings and Tools

Your activity

Who can see your future posts?

Friends

[Edit](#)

Review all your posts and things you're tagged in

[Use Activity Log](#)

Limit the audience for posts you've shared with friends of friends or Public?

[Limit Past Posts](#)

How people can find and contact you

Who can send you friend requests?

Everyone

[Edit](#)

Who can see your friends list?

Friends

[Edit](#)

Who can look you up using the email address you provided?

Friends of friends

[Edit](#)

Who can look you up using the phone number you provided?

Everyone

[Edit](#)

Do you want search engines outside of Facebook to link to your Profile?

No

[Edit](#)



- Home
- Friends settings
- Privacy settings

- Privacy**
- Timeline and tagging
- Search
- Timeline
- Language
- Video uploads

- Mobile app
- Mobile
- Mobile app

- Help and support
- Mobile app
- Facebook support
- Facebook
- Facebook
- Facebook
- Facebook
- Facebook
- Facebook
- Facebook

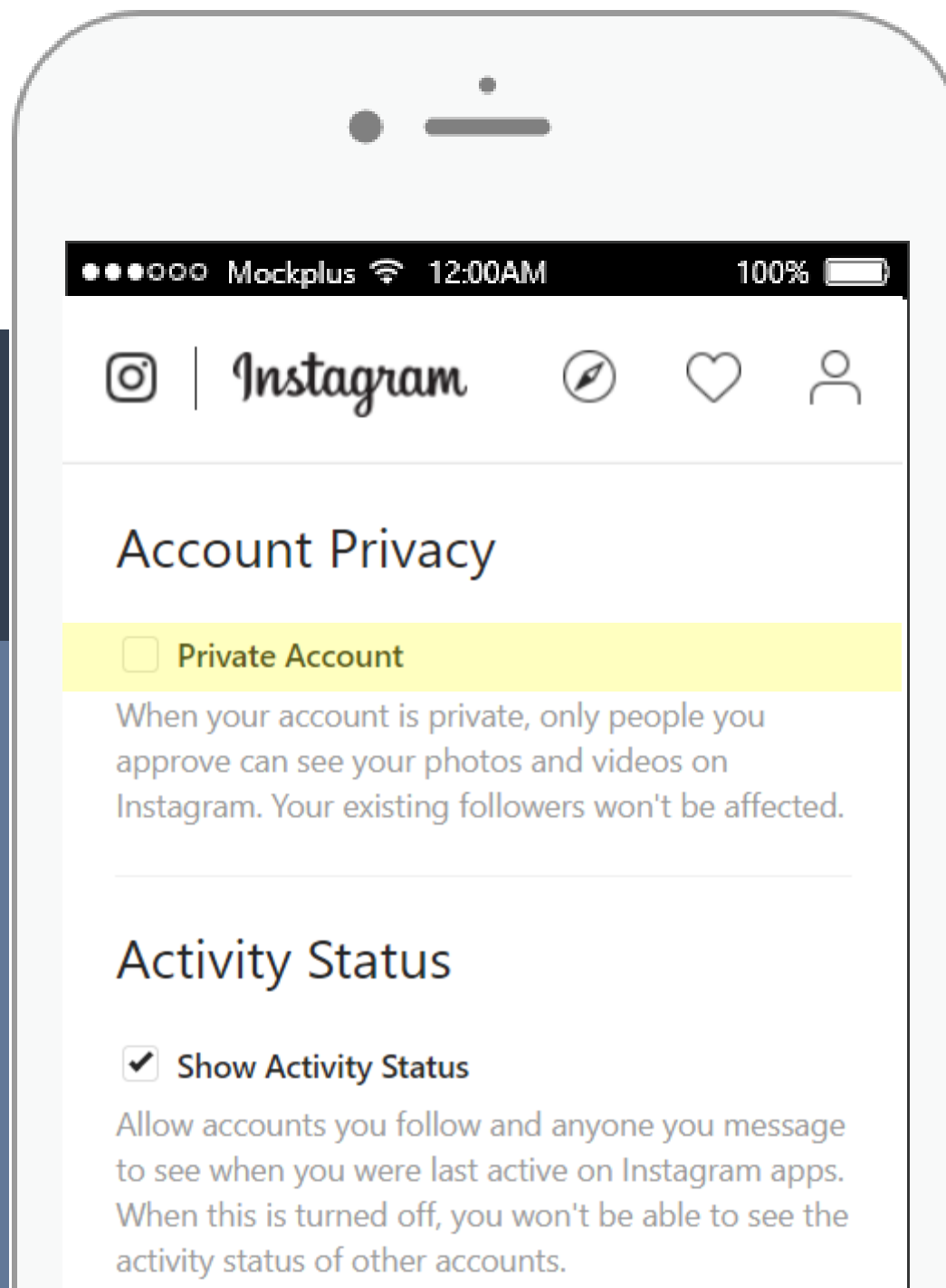
Privacy Settings and Tools

Who can see your posts?	Public	100
Who can see your posts and things you've tagged?	Public	100

Limit the audience for posts you've shared with friends of friends or Public?

Limit Past Posts

Who can see the posts you've shared with friends?	Public	100
Who can see the posts you've shared with friends of friends?	Public	100
Who can see the posts you've shared with friends of friends of friends?	Public	100
Who can see the posts you've shared with friends of friends of friends of friends?	Public	100
Who can see the posts you've shared with friends of friends of friends of friends of friends?	Public	100
Who can see the posts you've shared with friends of friends of friends of friends of friends of friends?	Public	100



Instagram



Account Privacy

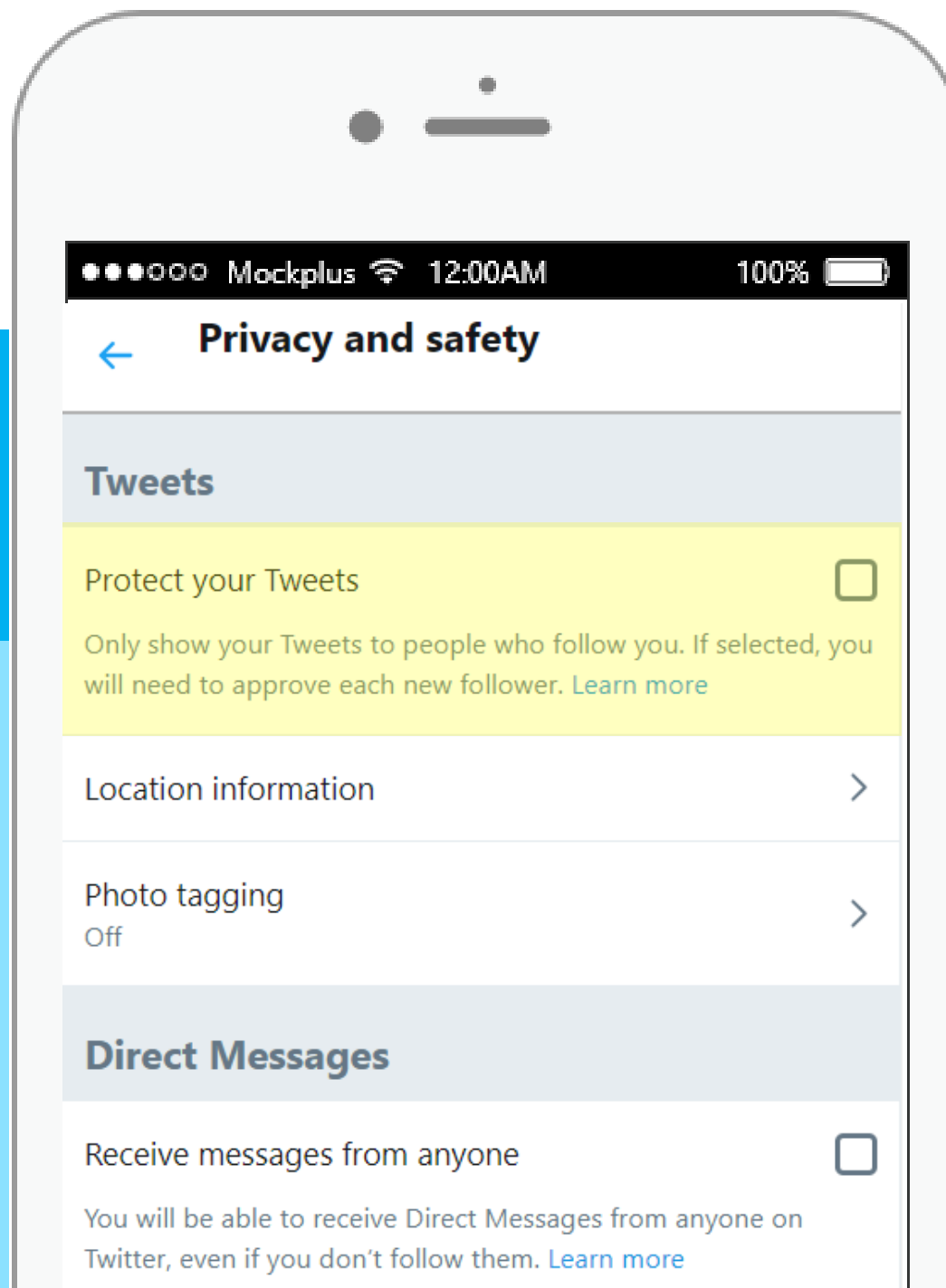
☐ Private Account

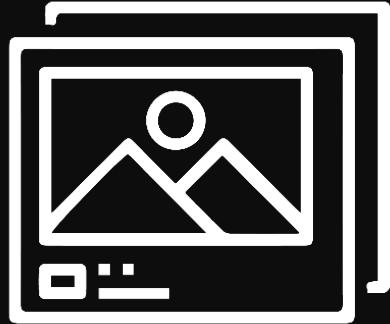
When your account is private, only people you approve can see your photos and videos on Instagram. Your existing followers won't be affected.

Activity Status

☒ Show Activity Status

Allow accounts you follow and anyone you message to see when you were last active on Instagram apps. When this is turned off, you won't be able to see the activity status of other accounts.





Past profile images often remain public

Check through old photos

Are they appropriate?

What impression do they give?

What **impression** do you want to put across?

Wedding photographer

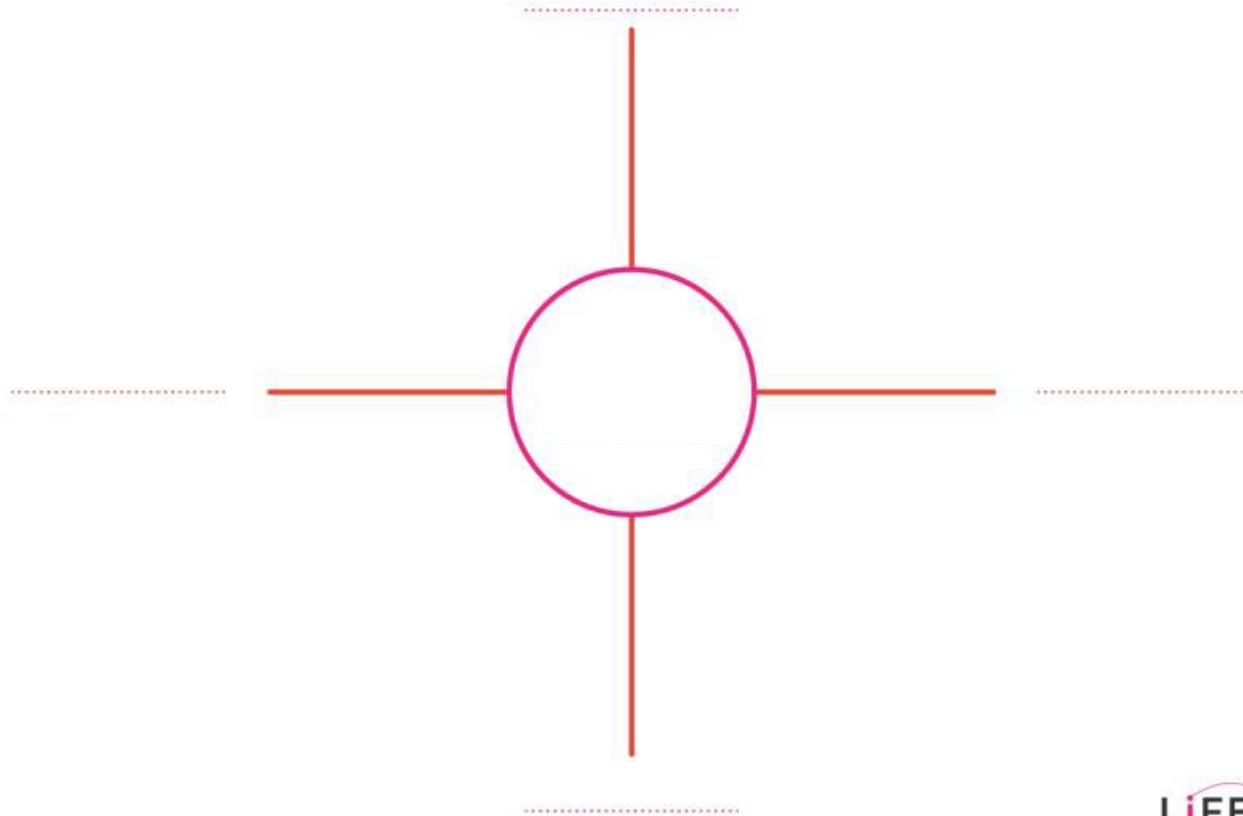
Jewellery designer

Furniture maker



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

YOUR PROFESSIONAL IDENTITY



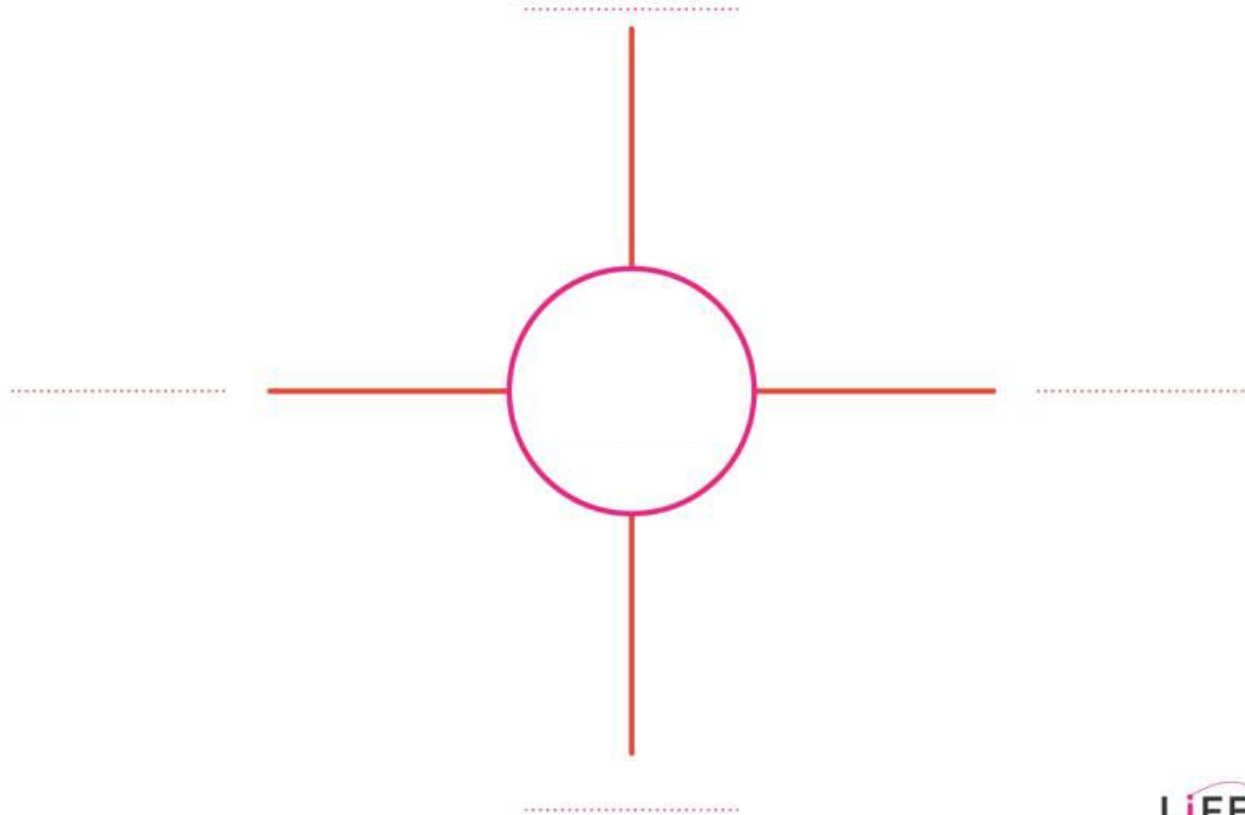
What four words would you use to describe your professional self?



Active	Witty	Influential	Logical
Thoughtful	Erratic	Motivated	Follower
Independent	Practical	Optimistic	Decisive
Sociable	Persuasive	Stubborn	Organised
Promoter	Flexible	Dedicated	Cynical
Consistent	Open-minded	Confident	Energetic
Methodical	Team-worker	Uncertain	Focused
Impulsive	Friendly	Self-starter	Steady
Indecisive	Shy	Persistent	Dependent
Competitive	Reflective	Creative	Instinctive
Pessimistic	Networker	Achiever	Leader
Lazy	Caring	Communicative	Abrasive



YOUR PROFESSIONAL IDENTITY



What four words would you use to describe your professional self?

How could you achieve this impression?

What evidence can you present that supports the words you have chosen?

Wedding photographer
Jewellery designer
Furniture maker

Professional use?



Professional Use



- Gain knowledge
- Make a good impression
- Showcase your work/skills
- Network
- Job search
- Gain a following

facebook

Instagram

twitter

Pinterest

You **Tube**

Linked **in**

facebook

Instagram

twitter

Pinterest

You Tube

Linked in



Document and promote your...



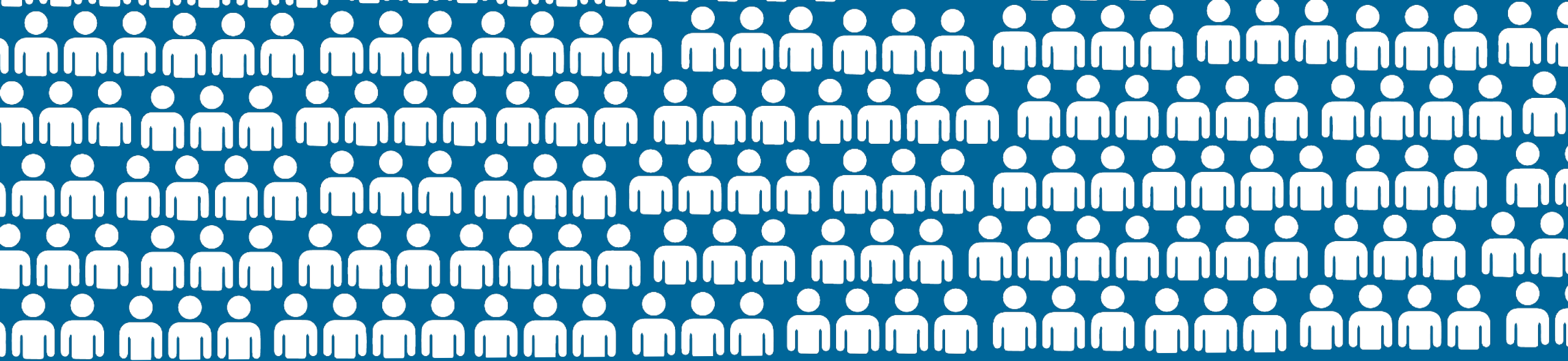
Achievements



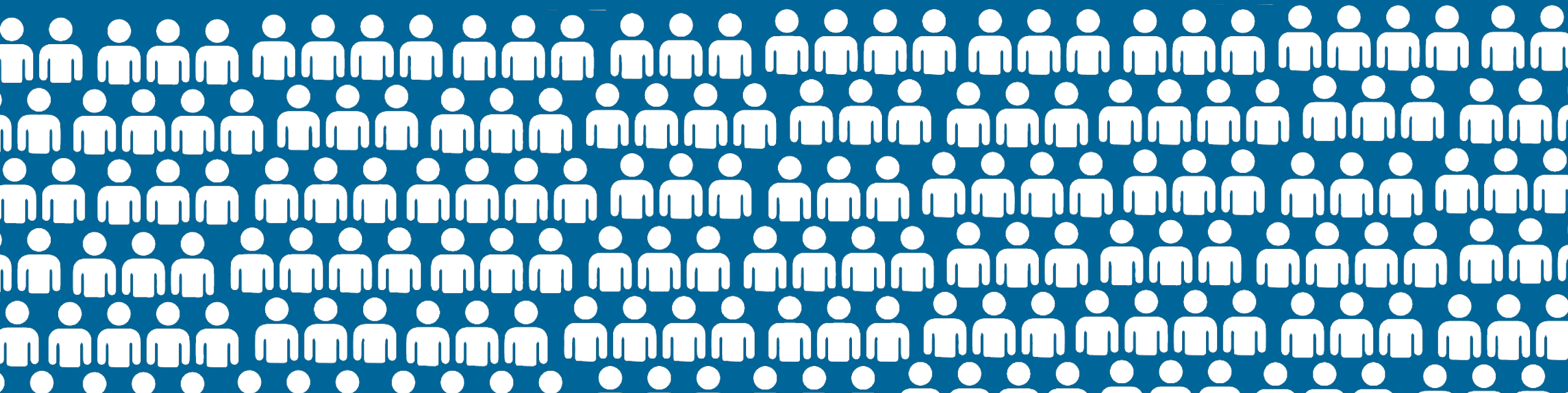
Experience



Skills



Over 562 million users in 200 countries



Rank highly in search results

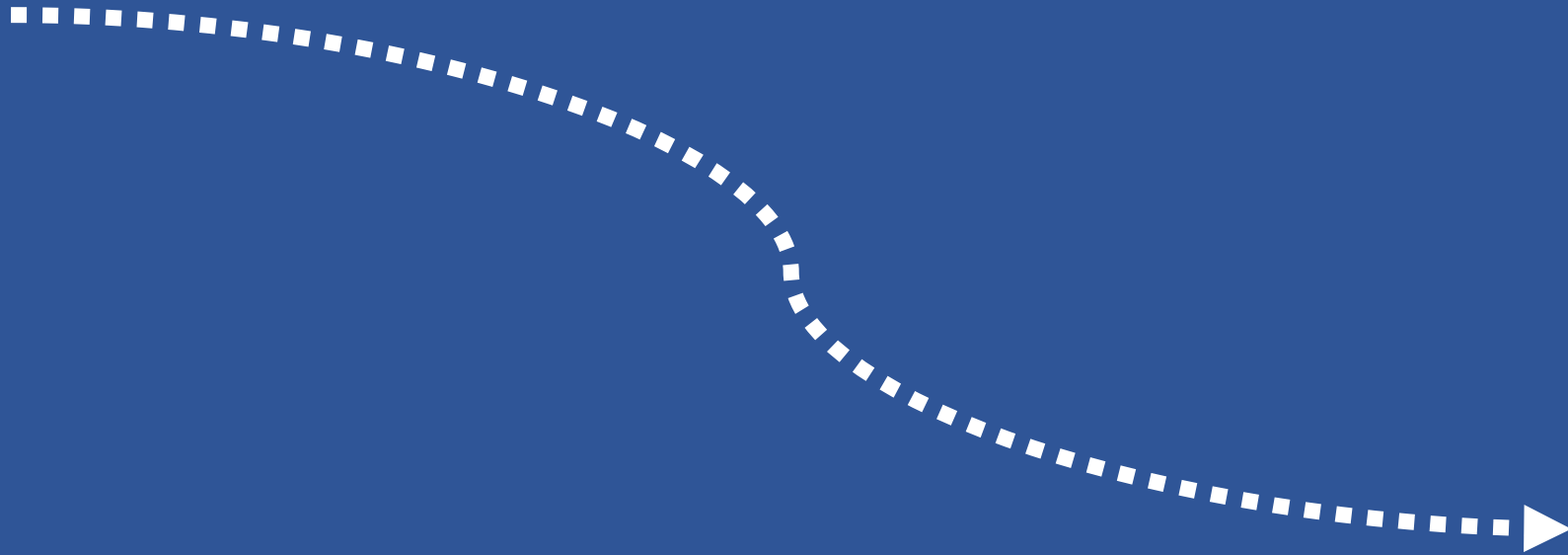
Google



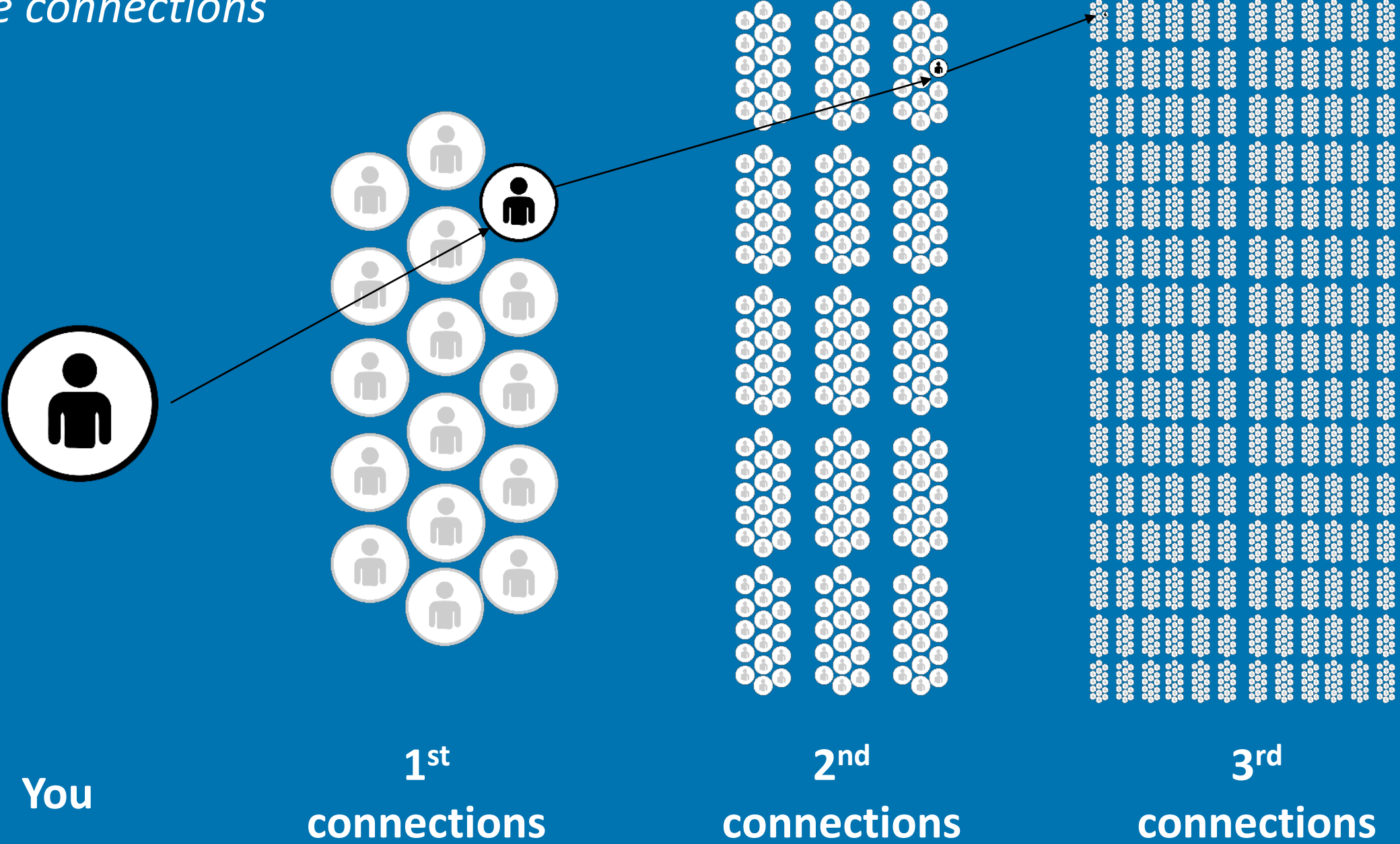


Search

Research potential career paths



Make connections





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[Staff manager? - Maximize Employee Retention with easy on-screen guides](#) Ad ...



Tim Sharpe • 3rd

Innovation Director - Pentland Brands

Nottingham, Nottinghamshire, United Kingdom

InMail

...

 Pentland Brands

 Art Center College of Design

 See contact info

 500+ connections

Specialties: Visual Brand Language, user experience and insight-driven product development, strategic design direction, trend mapping, creative workshop planning and facilitation, mentoring and developing internal design teams

Experience

 **Innovation Director**
Pentland Brands
Jan 2017 – Present • 1 yr 5 mos
London, Nottingham, Sunderland & Stockport, United Kingdom

Working with and across all Pentland Brands to demonstrate and create sustainable growth opportunities for the business by adopting the innovator's approach of questioning, exploring, generating, testing and re-evaluating how we can better address the needs and desires of our brand communities.

Ad ...

Rhiannon, picture yourself at Pentland Brands



PA to Head of Design and Head of Produ...
London, United Kingdom

[View Now](#)

People Also Viewed

 **Bertrand Clerc** • 3rd
Designer

 **Chris Johnson** • 3rd
Industrial Design Lead - Pentland Brands

 **Chirag Patel** • 3rd
Chief Operating Officer at Pentland Brands

 **Conor McGlacken** • 3rd
I design products you use | Mechanical Engineer, DCA Design

 **Adam Gill** • 3rd
Commercial Controller at Pentland Brands

 **Alex Baker** • 3rd
Applied Innovation Designer at Speedo International

 **Andrew Long** • 3rd
Chief Executive Officer at Pentland

Find more
people to
research

Photos are useful so that you
can spot her at events



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Onboarding The Old Way? - See a drastic improvement in onboarding processes with onscreen



Emily Beach • 2nd
Lead Creative Designer at Imprint Group
Newport, Newport, United Kingdom

[Connect](#) [InMail](#) [More...](#)

 Imprint Group
 University of South Wales
 See contact info
 500+ connections

I am an energetic, self-motivated, proactive, enthusiastic, conscientious and ambitious designer. Designing is not just a job, it is my vocation and passion, where I get to utilise my creativity and imagination as a resource in tackling new challenges head-on. I am eager and passionate to learn and ...

[Show more](#)

Highlights

 **2 Mutual Connections**
You and Emily both know Jayne Brewer and Scott Morgan

Experience

 **Lead Creative Designer**
Imprint Group
Jan 2017 – Present • 1 yr 5 mos
Cardiff, United Kingdom

Responsibilities include:

- Visualising Photoshop concepts.
- Designing in-store POS, window schemes, magazines, lookbooks, emails, adverts and other marketing materials for international brands such as Jaeger, Jane Norman, Holm House Hotel, Peacocks and Days Department Store.
- Retouching photoshoot images.

Connect with caution



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- Retouching photoshoot images.

Career history and
background: research to
find common ground

 Search

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[Show more](#)

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- Retouching photohoot images.

Understand the skills necessary for this role



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[Onboarding The Old Way? - See a drastic improvement in onboarding processes with onscreen](#)



Emily Beach · 2nd

Lead Creative Designer at Imprint Group

Newport, Newport, United Kingdom

 Imprint Group

 University of South Wales

 See contact info

Skills & Endorsements

Photoshop · 12

Ryan McMahon and 11 connections have given endorsements for this skill

Illustrator · 12

Ryan McMahon and 11 connections have given endorsements for this skill

Adobe Creative Suite · 12

Dan Denning and 11 connections have given endorsements for this skill

Industry Knowledge

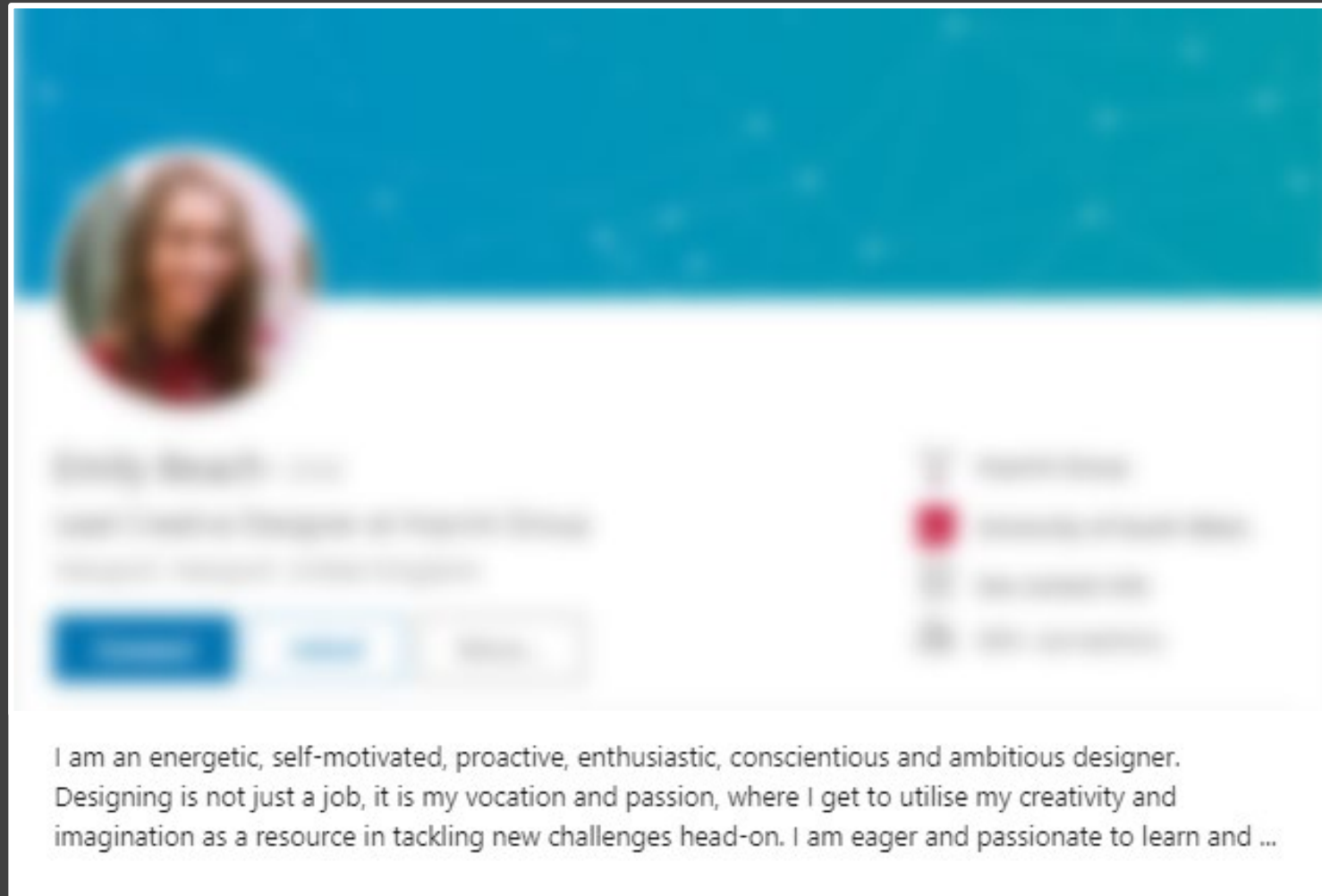
Graphic Design · 9	Photography · 8
Graphics · 7	Logo Design · 7
Typography · 6	Social Media · 6
Advertising · 4	Illustration · 3

Tools & Technologies

Mac · 3

Interpersonal Skills

Time Management · 5



Education, experience, skills & endorsements, recommendations, accomplishments, interests



Search



Home



My Network



Jobs

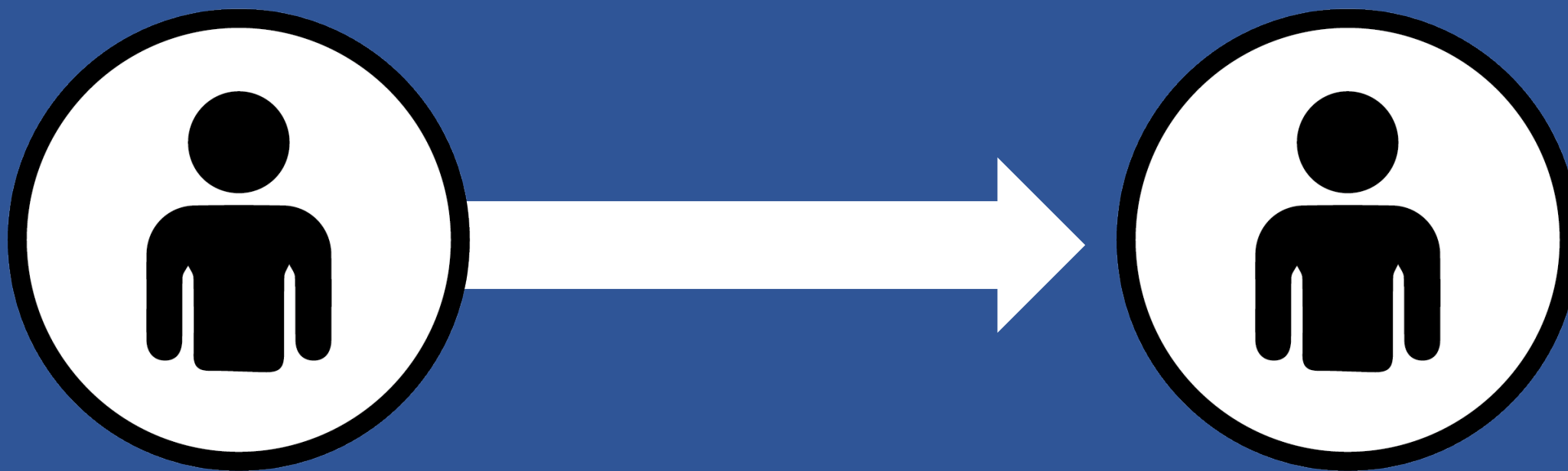


Messaging



Notifications

Make relevant connections



Find a
company

ilm Management Training - Book your place - open course or onsite training. Levels 2, 3, 5 & 7. Ad ...



Pentland Brands

London, UK · 28,296 followers

See jobs

+ Follow

See all 1,671 employees on LinkedIn →

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About

Life

Jobs

Page details

Building a family of brands, for the world to love, generation after generation.

Pentland is the name behind some of the world's best sports, outdoor and fashion brands.

We own Berghaus, Canterbury of New Zealand, Speedo, Boxfresh, Ellesse, Endura, KangaROOS, Mitre and Red or Dead and SeaVees. We are also the global licensee for Lacoste Chaussures, Ted Baker and Karen Millen footwear, the UK licensee for Kickers, and are shareholders in other companies such as Hunter, Butterfly Twists, Heidi Klein and Tracksmith.

We're a third-generation, family-owned business – and we retain strong family values. We care about people, and that's what drives our day-to-day work. Last year the Great Place to Work® Institute recognised Pentland Brands the 11th Best Workplace in the UK and the 16th Best Workplace in Europe. Our global headquarters is in the UK and we employ 2,000 people across 20 countries around the world.

We believe that doing business the right way, with respect for people and the

Affiliated pages



Canterbury

Sports

8,042 followers



Speedo International Ltd

Sporting Goods

7,786 followers



Berghaus Ltd

Sporting Goods

4,261 followers

See all affiliated pages

Ad ...

Find someone
to connect with



LinkedIn Member

Private language Tutor and Tourist Guide at Canterbury
Canterbury, United Kingdom



Katherine Scott • 3rd

Head of HR at Pentland Brands
London, United Kingdom

 Message



Richard Leedham • 3rd

President at Berghaus Ltd
Harrogate, United Kingdom

 Message

Activity

547 followers



Are you heading back to the world of work soon or have you recently returned...

Katherine shared this



Under Armour: 'We're here to make our people better'

Katherine shared this

[See all](#)

You can customize this invitation

✕

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note

Send now

Think about what you could include;

- **Introduce yourself**
- **Explain the reason why you want to connect**
- **Mention common ground**
- **Mention any connections you do have**

Recap of Professional Uses



- Gain knowledge
- Make a good impression
- Showcase your work/skills
- Network
- Job search
- Gain a following

Get involved in discussions & groups

twitter

Linked 

Learn a company's values

facebook **twitter**

Instagram **You****Tube**



I'M A DESIGNER



Lecturer

My Roles

**Freelance
Designer**

My role as... Lecturer



- Keep account professional (private)



- Upload lectures



- Follow education sector news



- Lesson prep, mood boards



- Research career paths
- Connect with potential guest speakers



- Follow trends

My role as... Lecturer **Designer**



- Keep account professional (private)
- Set up a Page to advertise my services



- Upload lectures
- Video portfolio (show reel)



- Follow education sector news
- Share updates, BTS, advertise



- Lesson prep, mood boards
- Showcase my work



- Research career paths
- Connect with potential guest speakers
- Connect with potential clients
- Join a group/community to showcase



- Follow trends
- Live Q&A, market research, behind the scenes content

Which platform *are useful for you*
professionally?



Now it's your turn

TASKS

1) Choose your platforms

2) Set up / improve your profiles

3) Map out your content

facebook

Instagram

twitter

MAKING THE MOST OF SOCIAL MEDIA

Pinterest

You Tube

Linked in