



Your Online Presence

Dr Lewis Pearson

Pitching & Presenting

PDF of slides available



Constructing your narrative

Adopt a **pro** mindset

Unpack

Justify your decisions

What info? *then* What order?

Supporting your delivery

Know your **first** line

Design your slides

Full screen

Proofread



Using PowerPoint to **construct/deconstruct** our **ideas/narratives**



Take notes using
PowerPoint



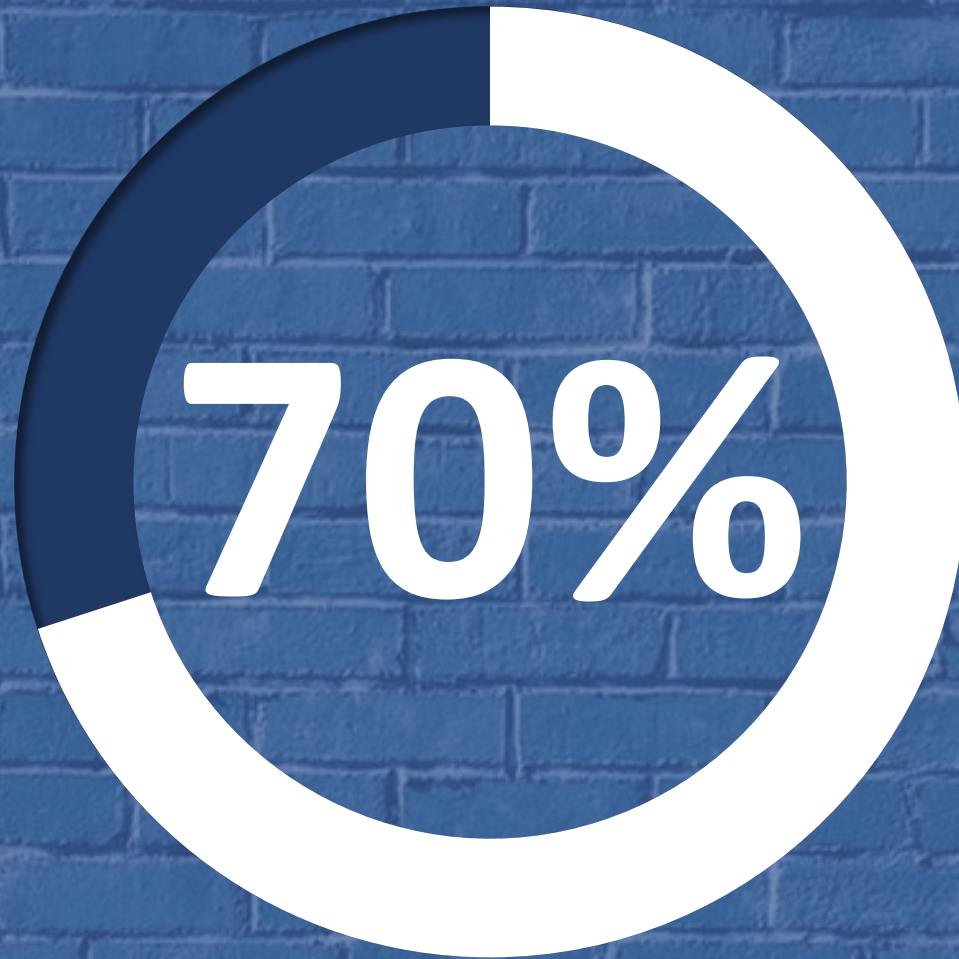
Your Online Presence

Dr Lewis Pearson

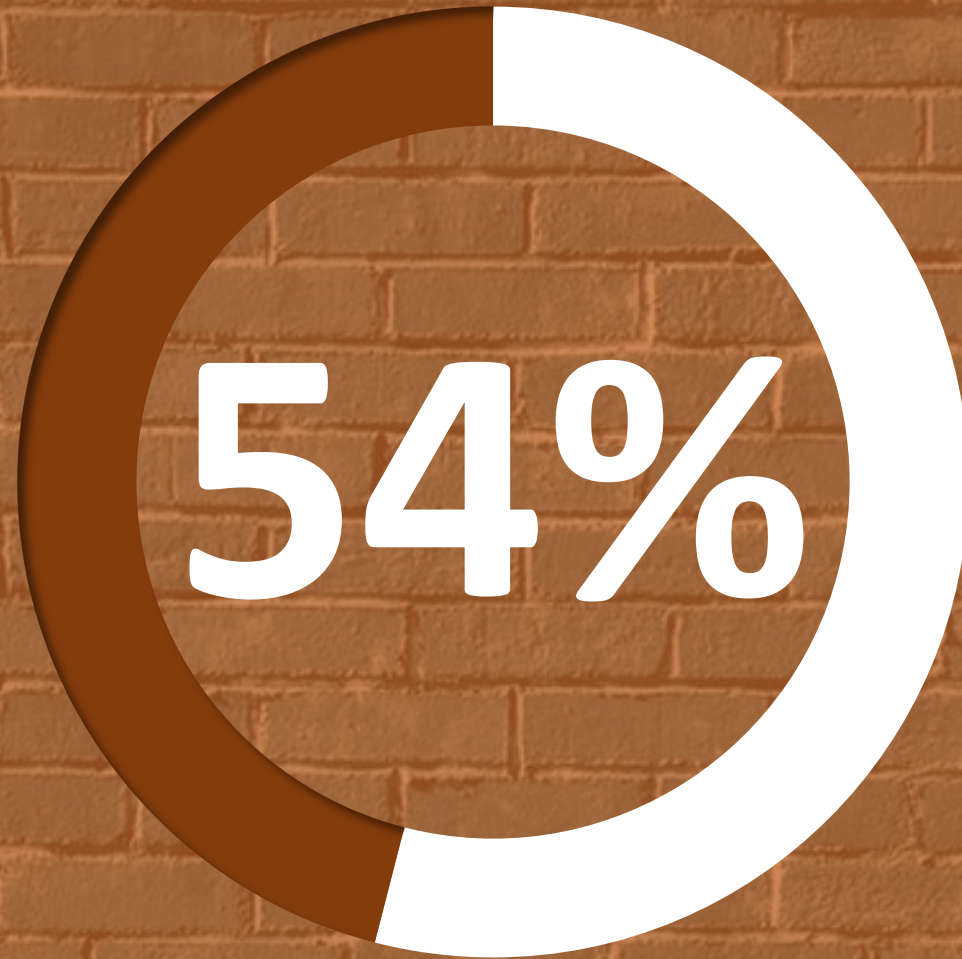
The background features a dark gray field with several overlapping circles in lighter shades of gray. A large, stylized letter 'Q' is formed by these circles, with the main body of the 'Q' being a large circle and the tail being a smaller circle. The text 'Why is your online presence important?' is written in white, sans-serif font across the middle of the image, partially overlapping the 'Q' shape.

Why is your online presence important?

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



of employers use social
media to screen candidates



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

The background features a dark grey wall with vertical lines and a yellow vertical stripe on the left. To the right, there are horizontal grey slats.

**Companies are
protective of their
social media image**

Portfolio



Online Store





designswansea • Following
Swansea College of Art at UWTSD



designswansea A humble, honest talk
by @dansdudels about his life as an
interaction designer and UX designer.
#DesignSwansea

3w



Liked by patrickglavee and others

FEBRUARY 6

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Post

Map our
current online
image & usage

Develop a plan for
our **future** online
image & usage

Document our
progress/findings
in **PowerPoint**

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Take your notes
using **PowerPoint**



Goal: a set of slides that explore your current online image, your future online image and your strategy for achieving it.

Map our
current online
image & usage

Develop a plan for
our **future** online
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The background features a large, faint question mark shape composed of overlapping circles in various shades of gray. The text is centered within this shape.

**Which social media platforms
do you use and why?**

facebook

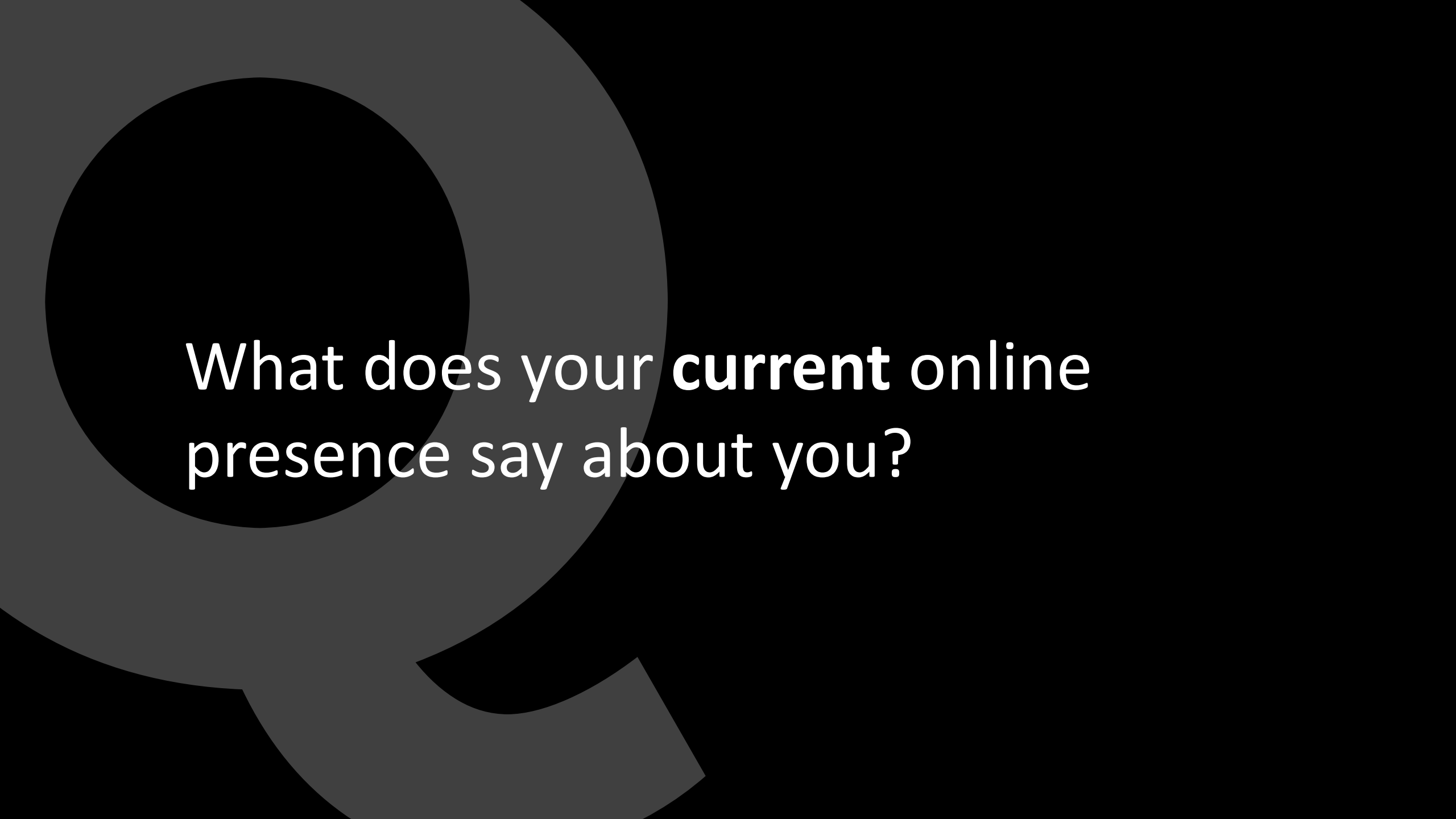
Instagram

twitter

Pinterest

YouThe YouTube logo, which consists of the word "Tube" in orange text inside a white rounded rectangle.

LinkedThe LinkedIn logo, which consists of the letters "in" in blue text inside a white rounded square.

The background features a dark gray field with several overlapping circles in lighter shades of gray. A large, stylized question mark shape is formed by these circles, with the text centered within its upper loop.

What does your **current** online
presence say about you?

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

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

Wedding photographer

Jewelry designer

Furniture maker

Active	Witty	Influential	Logical
Thoughtful	Erratic	Motivated	Follower
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Lazy	Caring	Communicative	Abrasive



How will **you** achieve this impression?

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

Which **platforms** best showcase my evidence?

Wedding photographer
Jewelry designer
Furniture maker



What is **LinkedIn**?

LinkedIn is an online CV,
networking and job searching tool



Dr Lewis Pearson

Student Engagement & Development Officer at UWTSD

Swansea, United Kingdom · 378 connections

Join to Connect



University of Wales Trinity Saint David



Personal Website ↗

Your skills

Tools & Technologies

Illustrator · 13 

InDesign · 8

Microsoft Office · 6

Microsoft PowerPoint 

Photoshop · 19

Adobe Creative Suite · 13

Adobe Illustrator · 1 

Interpersonal Skills

Teamwork · 8

Team Leadership · 2

Public Speaking

Other Skills 

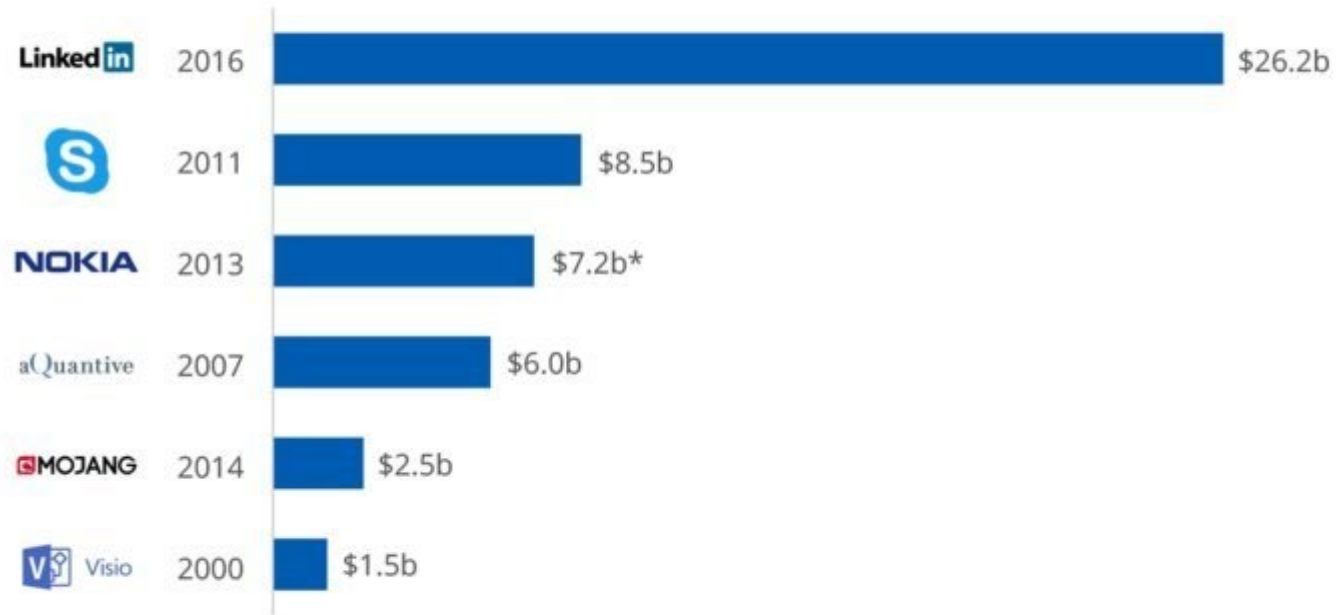
Service Design · 4

Social Networking · 2

Concept Generation · 2

Strategic Design · 2

Microsoft's Largest Acquisitions to Date



* Nokia's devices & services business

BUSINESS INSIDER

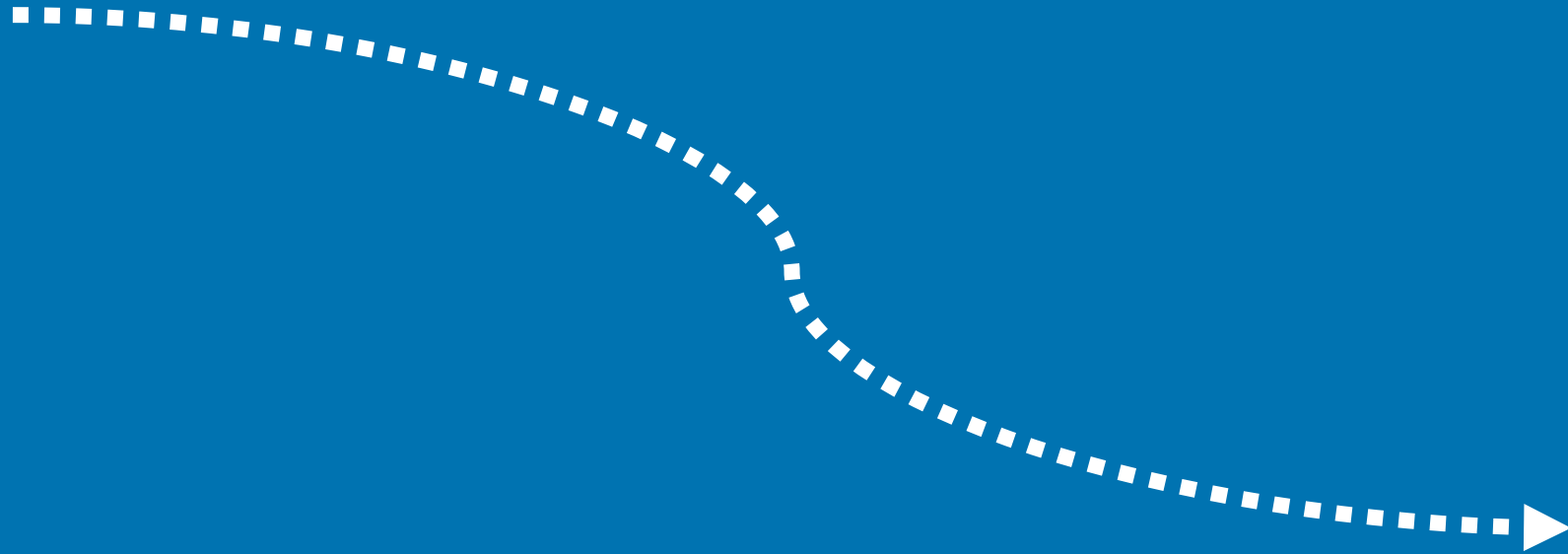
Source: Microsoft



statista 

Benefit from their
investment in SEO

Research career pathways



[Home](#)[My Network](#)[Jobs](#)[Messaging](#)[Notifications](#)[Me](#)[Work](#)[Try Premium Free for 1 Month](#)

Accept Monthly Donations - Raise more funds with automated donation plans for your nonprofit's donors. Ad ...

Press F11 to exit full screen



Volkswagen AG

Automotive · Wolfsburg, Niedersachsen · 639,560 followers

Shaping mobility – for generations to come.

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Tom (Thomas) works here

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Volkswagen AG

639,560 followers
23h

[+ Follow](#)

Detroit, a city of resilience, fortitude and enormous creativity: This year, we had the opportunity to partake in the [re:publica](#) in Detroit to bring German projects to the US and to inspire and create new ideas. The event covered a huge variety of topics ...see more



Highlights

Explore hashtag
[#shapingmobility](#)



238 followers

335 recently posted jobs

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



1st

Keira Gwynn

Creative graphics & product designer at R82 A/S

R82 A/S • University of Wales Trinity Saint David

Central Region, Denmark • 147

Message

As a designer I am consistently growing and eager to learn. I am a divergent thinker, able to look at the world around me in different lights. As an inquisitive person I am interested in people and the way they react to products both emotionally and physically. I am very enthusiastic in all aspects of design, especially in researching and understanding users needs. As a designer I take a user centred approach within all my projects as I believe that engaging with the end user is vital at all design phases. [See less](#)

Experience



Creative graphics and product designer

R82 A/S

Aug 2016 – Present • 8 mos • Denmark



Design Intern

R82 A/S

Aug 2015 – Jul 2016 • 1 yr • Denmark

Keira

Keira designed a product for disabled children as part of her degree

She joined LinkedIn and connected with people in the industry

One of them contacted her and her product is now on the market...



LinkedIn Tips

- Choose a **professional image**
- Make **smart connections**
- **Always** check who you're adding/accepting
- Keep your profile **up to date**
- Use it for **networking** after an event

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What
information?

In what
order?



Use relevant
high resolution
stock images



TheNounProject.com



What you say



How you act



How you look



Your slides

How would I
approach this task?



Goal: a set of slides that explore your current online image, your future online image and your strategy for achieving it.



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