

## Leadership In the Digital Age

### **MANAGING YOUR ONLINE PRESENCE**

*What it means to look professional in the digital world*

When your name is entered into a Google Search, what will the search results find? When people visit your LinkedIn, Facebook and Twitter profiles, what image do you project and what impressions do you leave? If potential prospects stumble upon your page will you feel good about what they see or embarrassed? Will your pictures and status updates secure that dream client, or would potential customers question your professionalism?

Managing and protecting your online identity and digital footprint has become increasingly important. Whether you have a presence on social networks or not, your professional reputation is on the line because people are talking about you in their status updates, in newspaper articles, on blogs or on peer review sites, thereby creating your shadow footprint.

The goal of this presentation is to show Business Professionals how to be a Digital Leader and create a positive online presence, that will wow other Internet Users leaving them with positive impressions.

### **Managing Your Online Presence consists of two main themes:**

#### **1) FIRST IMPRESSIONS COUNT! Create a Professional Online Presence**

- How to Be A Digital Leader : The 5 Keys To Success and Influence
- Develop neat, tidy profiles that enhance your image and accent your credentials
- Create a positive image through flattering pictures, images, conversations and language
- Customize and enhance your profiles to give you a competitive edge
- Use Digital Intelligence, Be Social Media Savvy, and Use Proper Etiquette

#### **2) STAY IN CONTROL! Protect Your Identity and Digital Footprint**

- Guard against the hazards of over-sharing
- How to set up proper privacy and security measures
- Master monitoring tools to track what others say about you
- Leverage positive mentions of your name, squash out the negative
- Yes, you are being Creeped – Learn the impacts of Social Creeping & Recruiting
- Customize who sees your wall, feeds, pictures, video's and status updates
- 10 Privacy Settings Every Facebook User Should Know



*Nancy Beth Guptill*

<b>Duration:</b>	90 Minutes – 2.5 Hours
<b>Class Size:</b>	20-30 participants
<b>Facilitator:</b>	Nancy Beth Guptill
<b>Note:</b>	Content is Negotiable
<b>Costs:</b>	\$2,500 [includes workshop materials]