

Career Smarts

Anne Carbert, Career Counsellor & Transition Coach

Listen to my interview with Cassie online on the Resources page at www.annecarbert.ca.

CASSIE BARKER



Cassie Barker is Principal of *Collective Strategy* which helps leaders and teams develop the focus and strategy they need to be successful campaigners and nonprofit managers.

Collective Strategy offers evaluation sessions, niche and opportunity analysis, strategic work planning, and also communication skills development workshops. In addition, they provide the web tools and training needed to support their clients' plans and strategies to be most effective.

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Your Online Presence

We live in a wired world. Are you visible online? Are you participating in online communities? An online presence is increasingly important as more and more people use the web to find information about job candidates and make new contacts. Here are some things to consider as you plan out how to show the online world who you are and what you've done.

Creating Your Online Presence

- Start by setting goals. Why are you using a particular tool? What audience do you want to reach? Gain a profile by engaging in conversations with a particular community.
- Start slowly and don't worry about trying to keep up with everything. You could easily get overwhelmed.
- Start with a place that works for you. If you like to write, blogging is a natural fit. If you like to share videos and photos, facebook is set up for that. If you're pithy and like to comment on news, try Twitter.

Creating Community

- Think about the career field you want to pursue and locate a forum for sharing information. You'll find others there with similar interests and engaging there lends to your credibility by showing you are part of a community in that field.
- Use online tools to identify the employers in a particular area and glean information about current issues and trends.
- See if employers have blogs or are on Twitter, engage with them by commenting and responding.
- Join the professional community on LinkedIn. See who's connected to your connections and participate in discussion groups on relevant topics.

Evaluating Your Online Presence

- How does Google see you? What comes up when you search your name?
- Participating in online spaces helps to shape the way you're seen online.

Resources

- Collective Strategy, *Blogs for Jobs: 3 ways to make web writing work for you*, <http://tinyurl.com/CSwebwriting>
- Collective Strategy, *Course Materials: Blogging for People Who Should*, www.bloggingforpeoplewhoshould.com/course-materials
- Careershifters, *Working the Social Network*, www.careershifters.org/expert-advice/working-the-social-network

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