

## THE DIGITAL YOU CHECKLIST

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Boris Epstein, CEO and Founder of BINC, a professional search firm, states employers will continue to use the *digital classroom* to learn about new hires. Boris presents a list of success strategies to use to present a positive emotional connection through your digital footprint. First ask:

1. How can you make your digital footprint more attractive?
2. How can your digital footprint demonstrate the ability to teach and be taught?

**Challenge** Have a friend or colleague review your digital footprint (consider the following five areas).

### LinkedIn

- Has genuine recommendations from teachers, peers, managers, colleagues, etc.
- Has a more complete profile, as well as a picture
- Is a member of groups related to their profession or expertise
- Has hobbies or interests outside of work
- Participates and highlights involvement in projects related to community service
- Updates their online profile every two months
- Links to their employer, website, blog or other projects of interest

### Blog

- Has interesting things to say about their respective profession and industry
- Provides insight about life outside of work, including family, friends, hobbies, education
- Does not badmouth current or previous employer
- Provides links to current social networking profiles
- Includes a link to their current resume
- Updates new posts regularly
- Keeps content non-controversial

### Facebook

- Respects the overlap between personal and professional lives
- Updates often and keeps content non-controversial
- Keeps pictures of family and friends to a minimum

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### Twitter

- Tweets often, 2-10 times a day
- Healthy follower/following ratio
- Doesn't just update, but responds to others and receives updates

### Google

- Does not lead to anything controversial
- Leads to profession-related discussions and commentary on other social media sites
- Leads to their online blog, website or social media profiles
- Doesn't come up blank

Boris Epstein is the CEO and Founder of BINC, a Professional Search Firm that specializes in the software marketplace ([www.askbinc.com](http://www.askbinc.com)).