

MANAGING YOUR ONLINE REPUTATION

Whether you are looking for a new role in localization for furthering your career development, ensure your online reputation enhances your professional brand with these 5 tips.

1. GOOGLE YOURSELF

Put your name in quotes and see what comes up in the search results (i.e., "Tom L. Fox", "Thomas Fox", "Tom Fox"). Try different variations of your name (nick name, middle initial, maiden name hyphenation, etc.) to see what web content you find. Figure out which version of your name is the best representation of you and use that on all of your job search documents and online profiles. This will help you create a consistent brand and allow you to have more control over what comes up when people Google you.

2. UNDERSTAND YOUR BRAND & BE CONSISTENT

Understanding and consistently communicating your professional reputation (aka brand) is critical. You should have a standard professional headshot, tag line, professional value proposition, and complete bio that you use across all outlets – social media profiles, websites, Google profiles, etc. You'll also want to optimize your profiles and online content with purposefully chosen keywords, such as targeted job titles, industry, location, and core skill sets/strengths.

3. BOOST POSITIVE RESULTS

Create profiles using your branded content and name on various online platforms, such as Google, Yahoo, LinkedIn, Facebook, Twitter, YouTube, and Pinterest. Even if you do not use the platforms actively, it will ensure that someone else cannot use them with your name and that the profile that does come up is branded for you. Next, create more positive results using your branded name. Here are a few options:

- Submit articles to industry journals (e.g. Multilingual magazine)
- Write insightful posts on industry-related websites with a branded signature (e.g. Women in Localization)
- Join professional associations or clubs that list their members online.
- Create your own professional portfolio or website (with Wordpress) with your name as the domain name. For example, www.joesmith.com (via GoDaddy).
- Join a few of the many online communities where you can develop a professional presence through involvement and online conversations, such as LinkedIn Groups and Meetup.com.
- "Social proof" is more powerful than self-marketing. Explore ways for others to mention you as an expert or quote you, such as getting interviewed by press for a story, creating a guest blog on a popular industry website, or even hosting a free online webinar for your profession or industry.

4. REMOVE NEGATIVE RESULTS

Luckily, 95% of searchers don't look beyond the first page of search results, so ultimately those are the most important; however, it's never good to have any negative branding floating around on the Internet. On many social media sites, once you post something it's there forever, so be careful what you post and ensure that it's consistent with your professional brand.



If you find any negative results go to the website on which they are posted and see if you have access to remove it or change it to something positive. You can explore paid options for removing your data from search engines if you are unable to remove them yourself (list at <http://www.abine.com/optouts.php>).

5. MONITOR YOUR BRAND

Continually monitor your brand regardless of your job status. Set up a Google Alert (www.google.com/alerts) so that you'll be notified of any new search results containing your name. You can also use brand monitoring tools such as www.brandyourself.com.