

# Welcome to Get Hired!

Mini Course – Part Two

*How to Begin to Establish your “Digital Footprint”*

**Look Great Online**

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**Get Hired!**

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**Get That Job!**

To start, focus on the “top three” social media sites

- LinkedIn
- Facebook
- Twitter

# LinkedIn

- This is your online resume and sales page that works for you 24/7
- Make sure it is complete
- Use keywords in your Professional Headline
  - If you are looking for a job as a Project Manager, then you would use “Project Manager” as one of the keywords in your headline.
- Write an engaging and powerful summary. This is where you can shine. Troll LinkedIn for examples to give you ideas. DON'T BE BORING. (Unless, of course, your field is super boring.)
- Profile picture should be professionally done, only you and reflective of your field.
- Make a video, upload it and introduce yourself!



## Todd Heger

2nd • PREMIUM

Proven VP Advertising Sales: Digital Media | Programmatic Technology | Sports Marketing | Global Account Team Management

Greater Boston Area | Online Media

Current: Digilant  
Previous: WebMD, Martini Media Network, ESPN  
Education: Dickinson College

Connect

Send Todd InMail

500+  
connections

### Background

#### Summary

Accomplished media sales vice president with comprehensive background achieving advertising sales goals in a regional, national and global capacity. Strong track record of success leading teams selling all media platforms, including TV, Digital, Print, Mobile, Radio, Live Events, and Sports. Approximately 10 years of sales management responsibility, with multiple promotions within ESPN. Passion for leading successful sales teams in competitive markets such as New York and Boston.

#### Accomplishments:

- 15 years of exceeding advertising sales targets at ESPN, Digilant, and WebMD.
- Delivered \$20M digital advertising revenue.
- Managed global sales team of 12+ people.
- National account clients have included: Coca-Cola, HP, IBM, Nike, Pepsi, Philips, Rolex, Sharp, Castrol, Bank of America, Reebok, New Balance, Cigna, CVS, Toshiba and other Fortune 500 brands.
- Multiple promotions during 10 year career at ESPN.
- Extensive industry relationships: agency, client, publisher, broadcaster, global, national, and New England region.
- Manage multi-million dollar P&Ls and advise C-level executives

#### Expertise:

- Sales Management
- Advertising Sales

### Ads You May Be Interested In



**Professional Women Only**  
Apply Now to the National Association of Professional Women. Register Free



**Alumni Of Cornell Univ?**



Join the National Association of Professional Women. Register free today!

### People Also Viewed



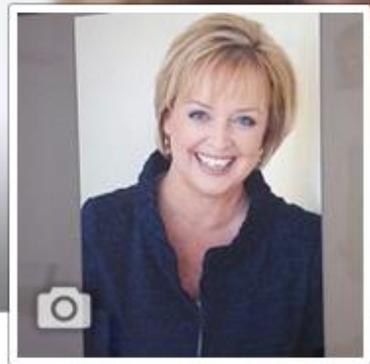
**Raquel Rosenthal**  
SVP of Sales



**Dan Davies**  
Proven SVP: Operations | Digital Advertising Technology | Media Sales | Global AD Trading | SaaS E-Commerce | Ad Exch

# Facebook

- While mostly known as a purely social network, Facebook is where you can really exhibit your personality
- Fully complete your profile – use the same keywords and summary from LinkedIn
- Your posts should reflect your personality and enthusiasm for your profession.
- “Like” businesses where you would like to work. By "Liking" them, you can get daily updates about their activity. Plus, they will likely post links to available job applications.
- Private/Public: Take a thorough look at your privacy settings on Facebook, and make sure you know exactly how others view your Timeline. However, you should consider setting your work and education info public, enabling others to see your professional history.
- Stay updated: Make sure all of your work and education info is up to date and reflects your current position and past experience.



**Karla Silver**  
(Karla Keyser)

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**Award Winning Bestselling Author, Internet Marketer, Entrepreneur, Lifestyle Design Expert at Self**  
January 2013 to present

Studied at University of Oxford

Lives in Palm Springs, California

Married to Don Silver  
Since March 20, 2008

From Moorestown, New Jersey  
Born on August 20, 1959 (55 years old)

Followed by 268 people

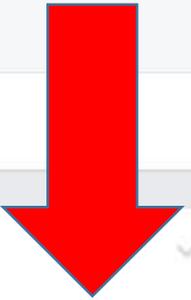
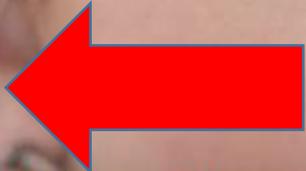
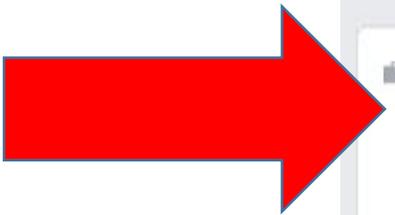
Status Photo / Video Life Event

What's on your mind?



**Karla Silver** shared Work With Karla Silver's photo.

April 4 at 12:46pm ·



# Twitter

- Copy your summary and keywords from LinkedIn and Facebook to Twitter
- Use a professional photo
- Fully complete all parts of your profile
- Follow and connect with companies that you would like to work with
  - Interact with the companies
- As always, keep your tweets fun, interesting and professional
  - (Not boring or offensive)



TWEETS 205 FOLLOWING 39 FOLLOWERS 108 FAVORITES 1

Edit profile

### Karla Silver

@Karla\_Silver

Award Winning Bestselling Author, Internet Marketer, Entrepreneur, Lifestyle Design Expert

KarlaSilver.com

KariaSilver.com

Joined June 2010

Photos and videos



Tweets Tweets & replies Photos & videos

**Karla Silver** @Karla\_Silver · Apr 4  
I want life to play in my brain the same way sunlight plays on flowers.  
[canva.com/design/DABNOsd...](http://canva.com/design/DABNOsd...)

Karla Silver retweeted  
**Life + Food** @lifefoodblog · Mar 25  
@TroikaProject's lechon — 1 of my fave bites in Valle de Gpe. + in @SanDiegoMag's April issue: [bit.ly/1NadRv0](http://bit.ly/1NadRv0)  
La Villa del Valle, Troika and Vena Cava Vinos



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**Simon Sinek** @simonsin...  
Followed by Donald Garland...  
Follow

**Rochelle Moulton** @Consul...  
Followed by Carrie Wilkerso...  
Follow

Popular accounts · Find friends

Trends · Change

- #SwingDataData  
Promoted by T-Mobile
- #OpeningDay
- #MondayMotivation
- Easter
- #BlackGirlsRock
- #friendzone
- #Unpopular80sBands
- Edward Snowden
- "No"
- Bruce Jenner



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