



Faculty of
Social Sciences
The University of Hong Kong
香港大學社會科學學院

社
科
人
Socien**t**ist



Tsui-Burchfield
Creating
Digital_
Profile
Professional
Your own
21 Jan 2021 by
Connie



© Rachel Sulek's Design

@Chatbot

Tell us:

- a) How are you today
- b) Besides LinkedIn, at where should we have our digital profile?



But before the interview, the recruiting team has already checked your:

CV

IG

Google results

Videos

etc.



ATS



HR Officer



Talent
Acquisition



Data Analytics



Hiring
Manager



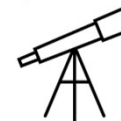
HR
Manager

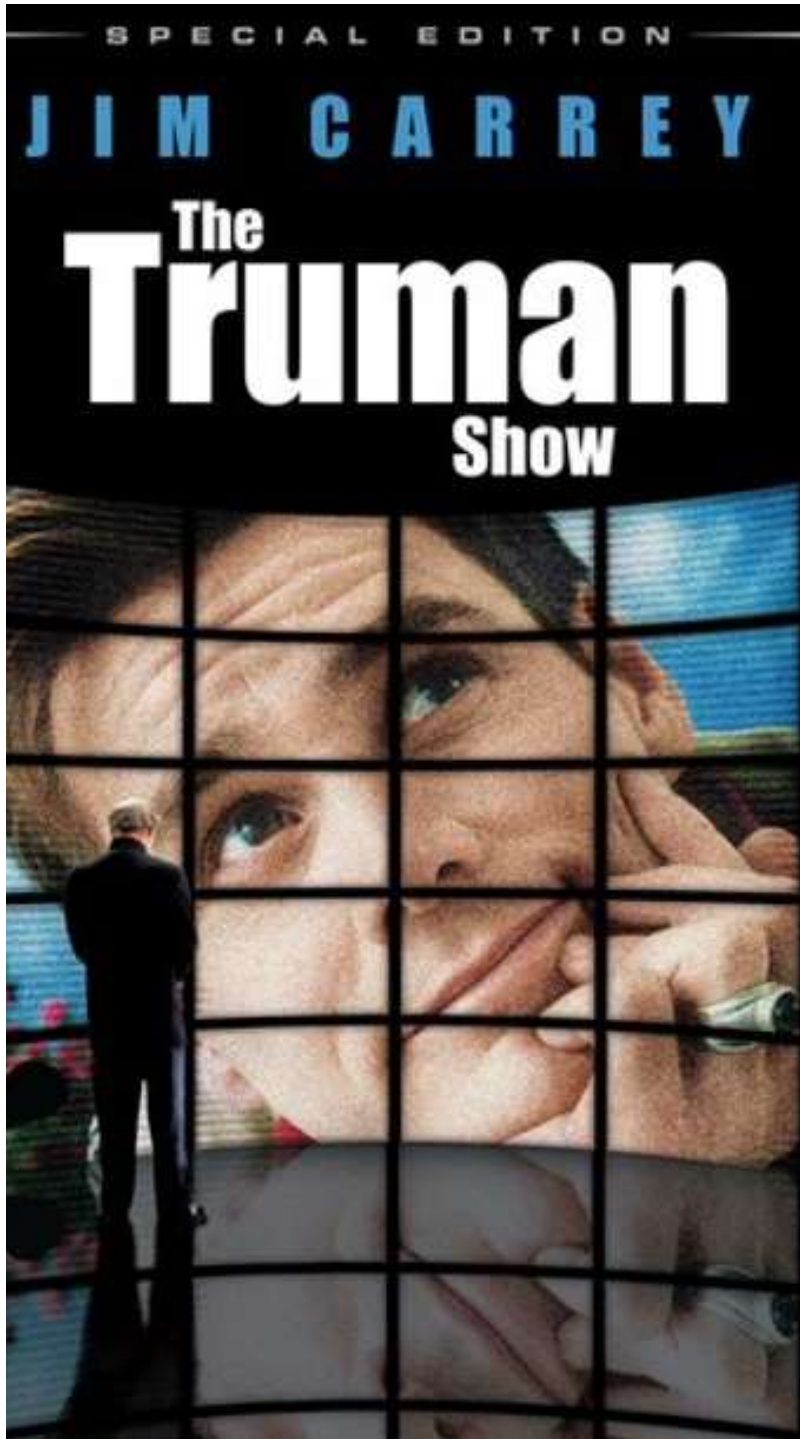


Another
Manager
or a Peer



Someone
senior or
junior





By the time they meet you...

....they would have formed a rough impression about you already based on your digital footprints. They would know briefly:

What you look like

What you like & dislike

Whom you hang around with

What you do

What role may fit you

What you may be good at

What your shortfalls may be

etc





So what is a Digital Profile?



How to build your digital profile/personal brand?

1. Identify your target audience – work on their persona
2. Decide which platforms or social media to adopt
3. Express yourself and deliver your message the way your target audience would resonate



**JUL
2020**

DIGITAL AROUND THE WORLD IN JULY 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

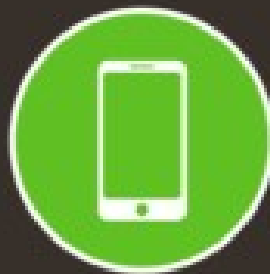
TOTAL
POPULATION



**7.79
BILLION**

URBANISATION:
56%

UNIQUE MOBILE
PHONE USERS



**5.15
BILLION**

PENETRATION:
66%

INTERNET
USERS



**4.57
BILLION**

PENETRATION:
59%

ACTIVE SOCIAL
MEDIA USERS



**3.96
BILLION**

PENETRATION:
51%

7

SOURCES: KEPROS ANALYTICS, UNITED NATIONS, LOCAL GOVERNMENT BODIES, GSMA INTELLIGENCE, IFL, GLOBALWEBINDEX, EUROSTAT, CNPAC, ARII, SOCIAL MEDIA PLATFORMS, SERP-SERVICE ADVERTISING TOOLS, SOCIAL MEDIA COMPANIES' ANNOUNCEMENTS AND EARNINGS REPORTS, MEDIASCOPE, CARDBAZAR (ALL LATEST AVAILABLE DATA IN JULY 2020)
* COMPARABILITY ADVISORY: SOURCE AND DATE CHANGES. DATA MAY NOT BE DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

**we
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 **Hootsuite**

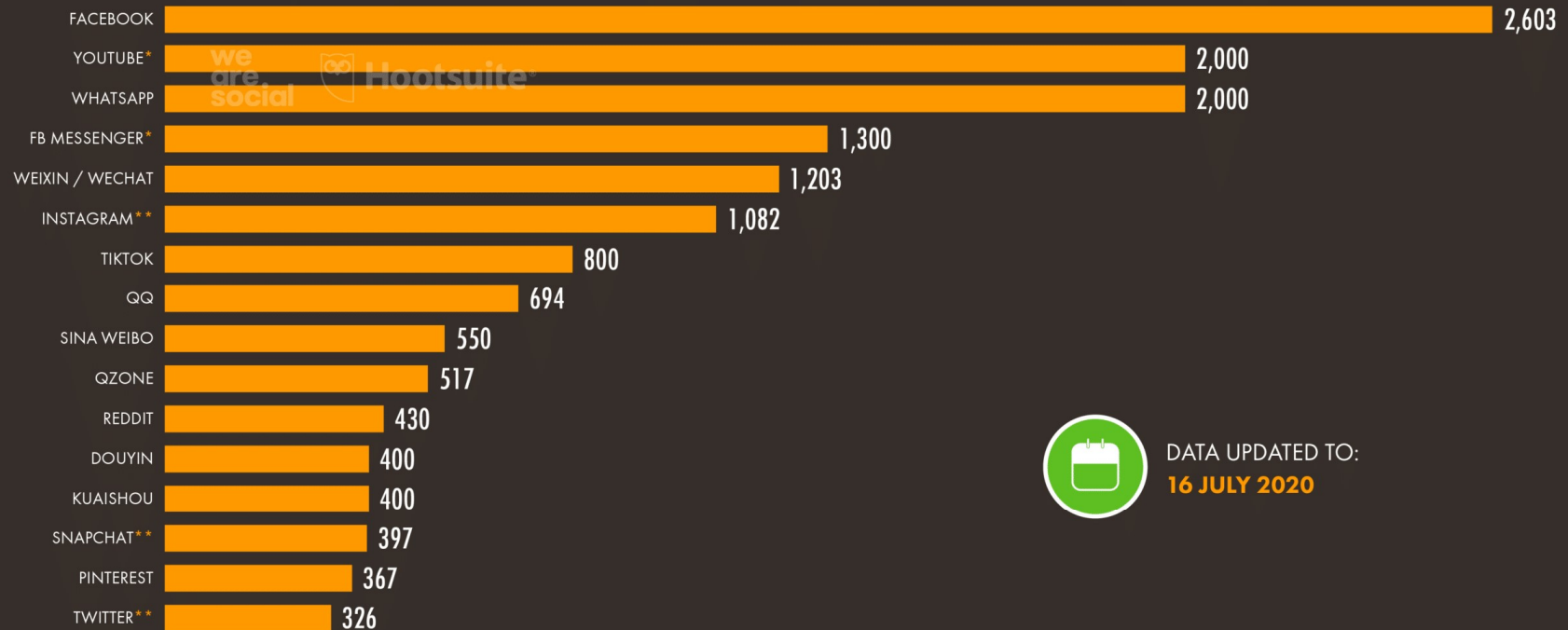
<https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>



**JUL
2020**

THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, OR ADDRESSABLE ADVERTISING AUDIENCES (IN MILLIONS)



DATA UPDATED TO:
16 JULY 2020

67

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (ALL LATEST AVAILABLE DATA). **NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. FIGURES FOR PLATFORMS IDENTIFIED BY (**) ARE BASED ON THE LATEST ADVERTISING AUDIENCE REACH FIGURES REPORTED IN EACH RESPECTIVE PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN.

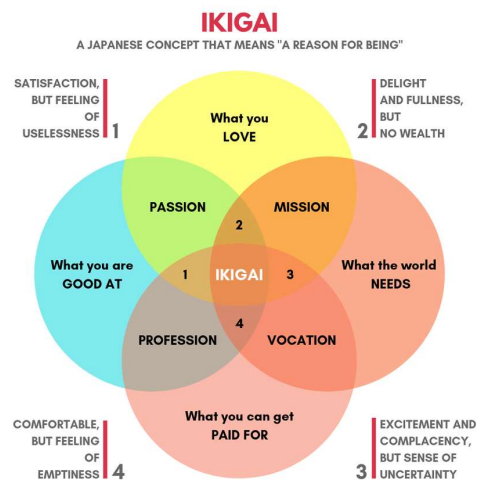
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<https://blog.hootsuite.com/simon-kemp-social-media/>



Put things into context and you will see clarity



B. Top 15 skills for 2025

1	Analytical thinking and innovation
2	Active learning and learning strategies
3	Complex problem-solving
4	Critical thinking and analysis
5	Creativity, originality and initiative
6	Leadership and social influence
7	Technology use, monitoring and control
8	Technology design and programming

Career Objectives
Success Stories
Achievement Statements
Dress Code
Presence

Industry Trends
Company Profiles
Market Rates
Busines Leaders
Megatrends





Example

During my internship last summer, I was responsible for running various events.

I noticed that attendance at these events had dropped by 30% over the past 3 years and wanted to do something to improve these numbers.

I designed a new promotional packet to go out to the local community businesses. I also included a rating sheet to collect feedback on our events and organized internal round table discussions to raise awareness of the issue with our employees.

We utilized some of the wonderful ideas we received from the community, made our internal systems more efficient and visible and raised attendance by 18% the first year.





Seth Godin

www.sethgodin.com

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**WHAT TO DO
WHEN IT'S YOUR TURN.**

click a cover for more info



3+ ANNUAL
"BEST OF"
APPLE
PODCASTS

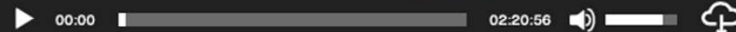
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DOWNLOADED

10,000+ 5-STAR
REVIEWS

THE TIM FERRISS SHOW

LATEST EPISODE:

The Random Show — Bitcoin Pros and Cons, 2021 Resolutions, Fave Books, Lucid Dreaming, Couples Therapy, and More (#493)



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I accept

JANUARY 19, 2021

A Simple 2021 Reboot — My Short Letter

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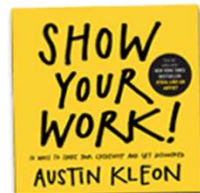
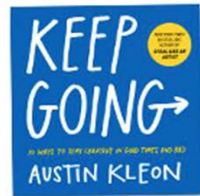
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LISTEN TO MY NEW
AUDIOBOOK



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Spend time on something that will outlast them

Wednesday, January 20, 2021



ABOUT THE AUTHOR



Austin Kleon (@austinkleon) is a writer who draws. He's the bestselling author of *Steal Like An Artist* and other books.

[Read more →](#)

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Photo



Surfergrrl83

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Basic Information

Occupation: Nurse
Age: 30
Height: 5'10"
Ethnicity: White
Religion: Spiritual
Drinks: Occasionally
Smokes: Never

A few words about me

When I'm not at work or at school and it's daylight, then I'm in the ocean.

Avoid

- Hats
- Sunglasses
- Fancy hairstyles
- Fancy clothes
- Heavy makeup
- Sexiness
- Family
- Friends
- Pets
- Avatar
- Idols
- Blank

Try

- Full headshot
- Face the light
- Bright background
- Asymmetric
- Positive tone/energy
- Authentic
- Tidy, clean look





Examples

- Show your natural smile
- Jawline with a shadow
- Head-and-shoulders, or head-to-waist
- Asymmetrical composition
- Unobstructed eyes
- Squinch



William Brams

3rd

President, Harvest Advisers LLC
Greater Philadelphia Area | Financial Services

Current Harvest Advisers
Previous William L. Brams Company
Education American College

Connect

Send William InMail

260
connections



Contact Info

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Amelia Erwit

Associate Commissioner and Executive Director
Greater New York City Area | Public Policy

Current New York City Department of Consumer Affairs
Previous New York City Department of Consumer Affairs, Campaign to Re-Elect Amy Paulin, HSBC Halbis Partners
Education Columbia University - School of International and Public Affairs

Send Amelia InMail

449
connections



www.linkedin.com/pub/amelia-erwit/2/780/bb8

Let's do some
job googling
& linking-in!



Social media in use ...

1) Immediate connection and exchange

>> therefore change your profile at times!

2) Archive

>> start accumulating your work

3) Privacy & security (watch “The Social Dilemma”)

>> everything you create stays forever

Therefore use your tools wisely.



Now you know where to look for me:

