21 Jan 2021 by Connie Tsui-Burchfield

Digital Professional Profile

Creating Your Own
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.
Hiring Manager

HR Manager

Another Manager or a Peer

Someone senior or junior

calibration

ATS

HR Officer

Talent Acquisition

Data Analytics
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
DIGITAL AROUND THE WORLD IN JULY 2020

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%

SOURCE: KPMG ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT BODIES; EMSA INTELLIGENCE, ETC. GLOBALWEBINDEX, EUROSTAT, CNAVY, API; SOCIAL MEDIA PLATFORMS; SELF-SERVICE ADVERTISING TOOLS, SOCIAL MEDIA COMPANIES' ANNOUNCEMENTS AND EARNINGS REPORTS, MEDIASCOPE; CAFEBAZAAR (ALL LATEST AVAILABLE DATA IN JULY 2020)

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<table>
<thead>
<tr>
<th>Platform</th>
<th>Monthly Active Users (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,603</td>
</tr>
<tr>
<td>YouTube*</td>
<td>2,000</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>2,000</td>
</tr>
<tr>
<td>FB Messenger*</td>
<td>1,300</td>
</tr>
<tr>
<td>Weixin / WeChat</td>
<td>1,203</td>
</tr>
<tr>
<td>Instagram**</td>
<td>1,082</td>
</tr>
<tr>
<td>TikTok</td>
<td>800</td>
</tr>
<tr>
<td>QQ</td>
<td>694</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>550</td>
</tr>
<tr>
<td>QZone</td>
<td>517</td>
</tr>
<tr>
<td>Reddit</td>
<td>430</td>
</tr>
<tr>
<td>Douyin</td>
<td>400</td>
</tr>
<tr>
<td>Kuaishou</td>
<td>400</td>
</tr>
<tr>
<td>Snapchat**</td>
<td>397</td>
</tr>
<tr>
<td>Pinterest</td>
<td>367</td>
</tr>
<tr>
<td>Twitter**</td>
<td>326</td>
</tr>
</tbody>
</table>

*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).

DATA UPDATED TO: 16 JULY 2020

Source: Kners, analysis, company statements and earnings announcements; platforms' self-service advertising tools (all latest available data).
Put things into context and you will see clarity

Career Objectives
Success Stories
Achievement Statements
Dress Code
Presence

Industry Trends
Company Profiles
Market Rates
Business 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.
Taylor Swift
https://www.taylorswift.com
evermore
deluxe album
available now
stream/download
Spend time on something that will outlast them

Wednesday, January 20, 2021
Photo

Surfergrrl83

Basic Information

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

Popular

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
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:

Google “Connie Tsui-Burchfield”
www.radixasia.com
www.facebook.com/radixasia
www.linkedin.com/in/connietsui
….and perhaps in more other social media