Linking-in to Internship Opportunities via Your Social Media Profile

Connie Tsui-Burchfield

18 Jan 2022
Tell us:

a) How are you today?
b) Besides Linkedin, at where should we have our digital profile(s)?
But before the interview, the recruiting team has already checked your:

- CV
- IG
- Google results
- Videos
- etc.

Tell me about yourself
Hiring Manager  HR Manager  Another Manager or a Peer  Someone senior or junior

ATS  HR Officer  Talent Acquisition  Data Analytics

calibration
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
How well do you know yourself?
對 其實當初你們是怎樣結緣的
在互聯網認識的 是
他跟我認識的音樂人有些交流
於是我就看他的資料
心想這個人挺厲害
當時他從波士頓回來香港
然後我便相約見面
第一次見面已經跟他說
我想找他幫我寫歌之類
PROFESSIONAL IMAGE
What others see you as you

SOCIAL PRESENCE
What you want others to see you as you
PROFESSIONAL IMAGE
What others see you as you

SOCIAL PRESENCE
What you want others to see you as you
Iron Man = Tony Stark
Tony Stark = Iron Man
You become the Brand
兩年前，無咩人識佢。
兩年後，唔啱識佢喺，笑佢個造形。
佢有無睇《造星4》都好，聽下呢段Busking。
你會發現，佢未俾Stylist整過之前係好順眼。
同埋，佢唱歌超好聽。
佢叫Winka，真心，俾一啲片段時間認識佢。
俾俾時間佢唔返長頭髮，以及公司認真同Stylist檢討下發生咩事。

Winka Chan 《我的秘密/月牙灣/青春常駐/不為誰而作的歌/心之科學/無名/芝麻開門/逃生門/光年之外》@ City Echo銅鑼灣東角道Busking...
2. 劉翔，十年前我們誤會他，唾棄他，十年後逆風翻盤我們懷念他。上週一文章更讓人淚目：劉翔是唯一一個在直線跑道上真正打敗黑人的運動員，甚至創造了連白人都沒做到的記錄，劉翔參加了48次世界大賽，36次冠軍，6次亞軍，3次季軍，然而有些人卻只記得他退賽2次。
It’s not what you say, but how you say it!

Mae West
Impression:
Photo – size, gesture, facial expression, colors
Banner
Tagline
Logos
So what is a Digital Profile?
How to build your digital profile /personal brand?

1. Identify your target audience – work on their persona, then yours
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

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%

## Social Networks, and Who Owns Them

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<thead>
<tr>
<th>Rank</th>
<th>Platform name</th>
<th>Parent company</th>
<th>Country</th>
<th>Monthly active users, in millions</th>
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<td>11</td>
<td>QQ</td>
<td>Tencent</td>
<td>China</td>
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Showing 1 to 10 of 28 entries

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

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SOCIAL MEDIA GIANTS

The average internet user spends 2.5 hours on social media platforms each day.

Which social media networks are the most popular among users, and what companies own these platforms?

New users are joining social media platforms every day. As these networks continue to grow, will Meta remain the king of social?

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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.
A Simple 2021 Reboot — My Short Letter
Spend time on something that will outlast them

Wednesday, January 20, 2021

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

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email address

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Surfergrrl83

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
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
You can’t take the wrong road to the right place.

Strong roots | Sustainable growth
connie@radixasia.com