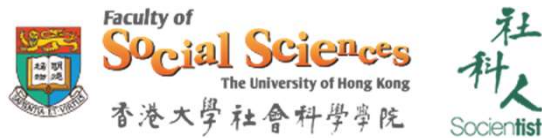


Linking-in to Internship Opportunities via Your Social Media Profile



Connie Tsui-Burchfield

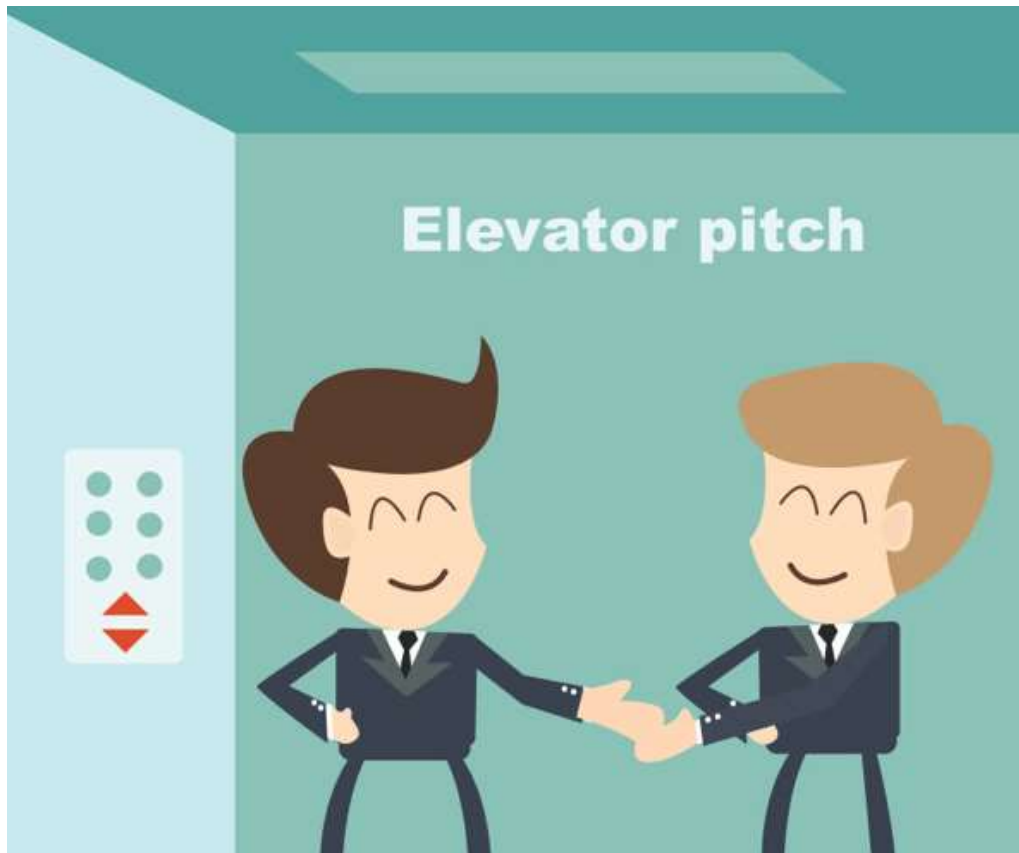
18 Jan 2022



@Chat box

Tell us:

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



Tell me about yourself

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

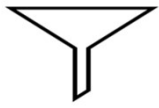
CV

IG

Google results

Videos

etc.



ATS



HR Officer



Talent Acquisition



Data Analytics



Hiring Manager



HR Manager

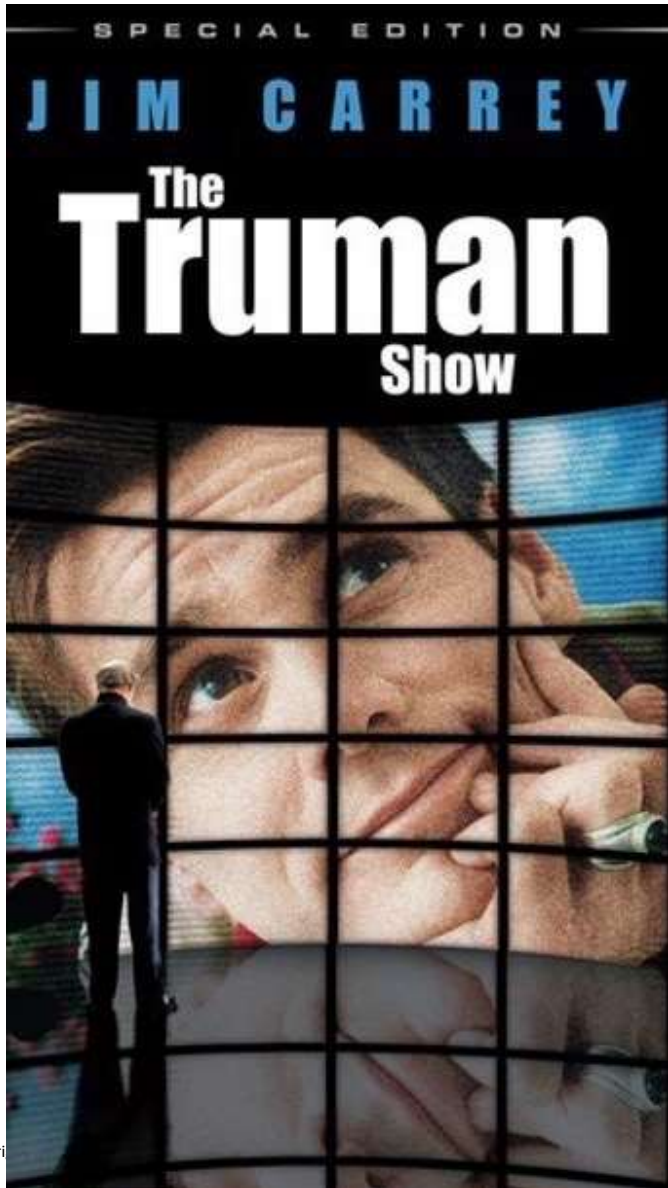


Another Manager
or a Peer



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

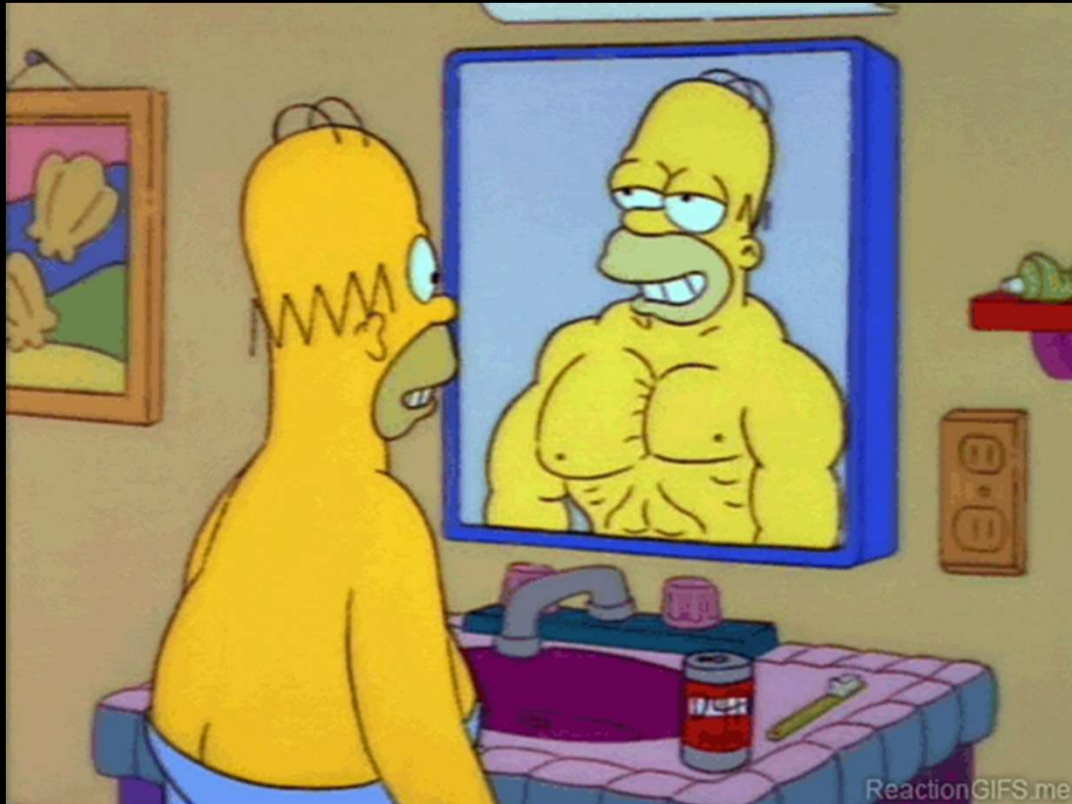
What you do

What role may fit you

What you may be good at

What your shortfalls may be

etc



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

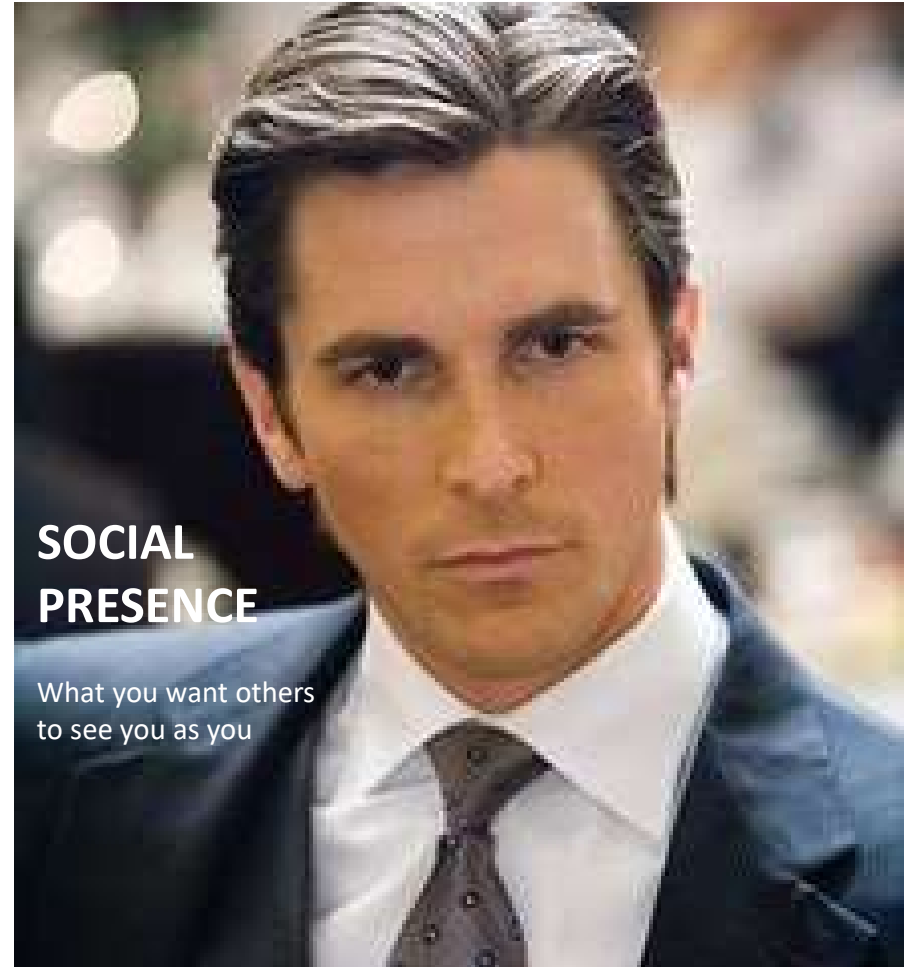
SOCIAL PRESENCE

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

Bloomberg



amazon





Terry的媒體懶人堂
22h · 🌐

兩年前，無咩人識佢。
兩年後，啱啱識佢嘅，笑佢個造形。

但有無睇《造星4》都好，聽下呢段Busking。
你會發現，佢未俾Stylist整蠱之前係好順眼。
同理，佢唱歌超好聽。

佢叫Winka，真心，俾一條片嘅時間認識佢。
同俾時間佢留返長頭髮，以及公司認真同Stylist檢討下發生咩事 🙄

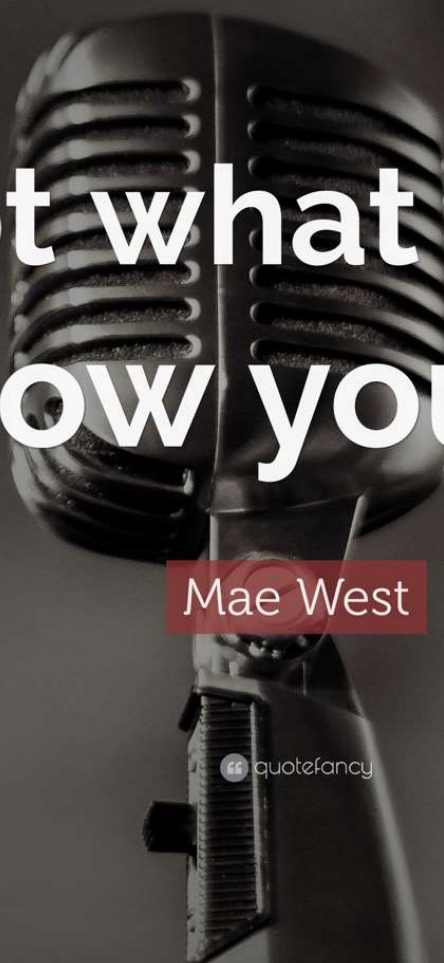
YOUTUBE.COM
Winka Chan 《我的秘密/月牙灣/青春常駐/不為誰而作的歌/心之科學/無名/芝麻開門/逃生門/光年之外》 @ City Echo銅鑼灣東角道Busking...

👍 You, Mills Rock, Lux AY and 2.5K others 129 Comments 118 Shares





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

quote fancy

Impression:

Photo – size, gesture, facial expression, colors

Banner

Tagline

Logos

in Search for jobs, companies... Home My Network Jobs Messaging

Exceptional results start with Extraordinary Executives

Connie Tsui-Burchfield
Elevating Top Teams (C-suites) & Young Executives to Reinvent Organizations & be Game Changers
Hong Kong, Hong Kong SAR · [Contact info](#)
500+ connections

Open to Add section More

ORACLE Oracle
HARVARD BUSINESS SCHOOL Harvard Business School

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

**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%

SOURCES: REPOS ANALYSIS, UNITED NATIONS LOCAL GOVERNMENT BODIES, GSMA INTELLIGENCE, ILLUMINATE, EUROSTAT, CHINA AIRE, SOCIAL MEDIA PLATFORMS, MSP SERVICE ADVERTISING TOOLS, SOCIAL MEDIA COMPANIES' ANNOUNCEMENTS AND EARNINGS REPORTS, MEDIACORE, CAPSBAZAM (ALL LATEST AVAILABLE DATA IN MAY 2020)
COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES. DATA MAY NOT BE DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

we
are
social



Hootsuite

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

Rank	Platform name	Parent company	Country	Monthly active users, in millions
#11	QQ	Tencent	China	591
#12	Weibo	Sina	China	566
#13	Douyin	Bytedance	China	550
#14	Snapchat	Snap	U.S.	538
#15	Twitter	Twitter	U.S.	463
#16	Pinterest	Pinterest	U.S.	454
#17	Reddit	Reddit	U.S.	430
#18	LinkedIn	Microsoft	U.S.	310
#19	Quora	Quora	U.S.	300
#20	Skype	Microsoft	U.S.	300
#5	Instagram	Meta	U.S.	1,287
#6	WeChat	Tencent	China	1,225
#7	Kuaishou	Kuaishou	China	1,000
#8	TikTok	Bytedance	China	1,000
#9	Telegram	Telegram	UAE	600
#10	Qzone	Tencent	China	600

JULY 2022

FB ME
WEIXIN
INST
SI

67



SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (ALL LATEST FIGURES IDENTIFIED BY *) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. FIGURES FOR PLATFORMS WITH LATEST ADVERTISING AUDIENCE REACH FIGURES REPORTED IN EACH RESPECTIVE PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (JULY 2022). FIGURE FOR

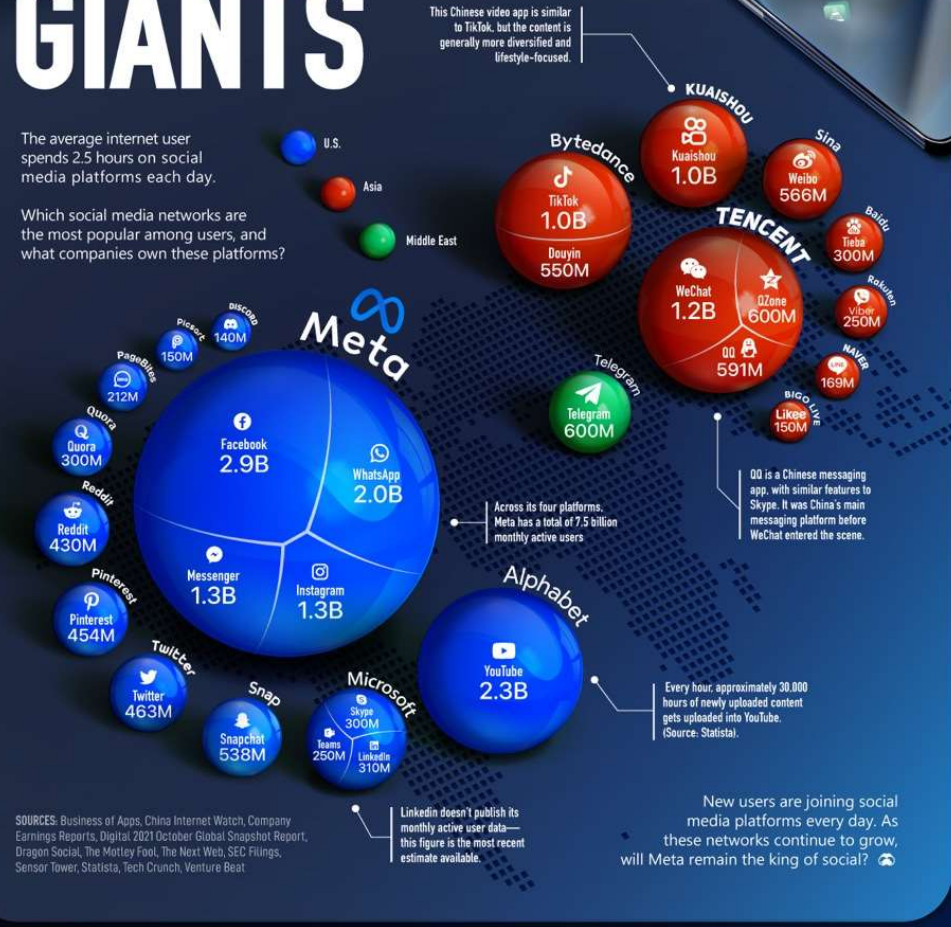
<https://blog.hootsuite.com/simon-kemp-social-media/>



SOCIAL MEDIA GIANTS

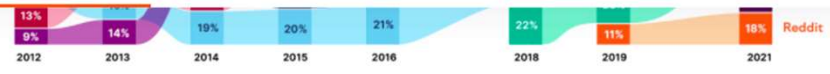
The average internet user spends 2.5 hours on social media platforms each day.

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



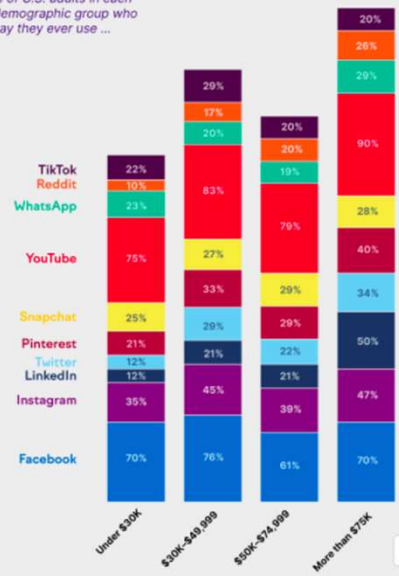
SOURCES: Business of Apps, China Internet Watch, Company Earnings Reports, Digital 2021 October Global Snapshot Report, Dragon Social, The Motley Fool, The Next Web, SEC Filings, Sensor Tower, Statista, Tech Crunch, Venture Beat





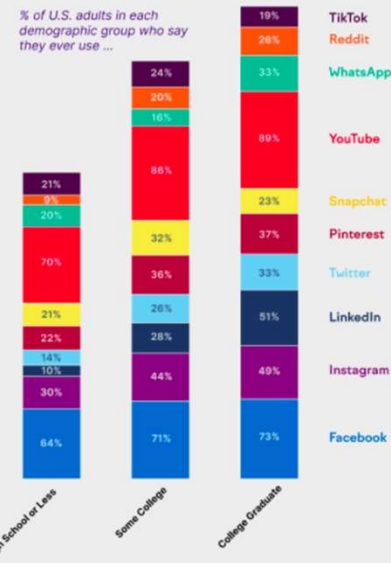
Does Wealth Influence Social Media Use?

% of U.S. adults in each demographic group who say they ever use ...

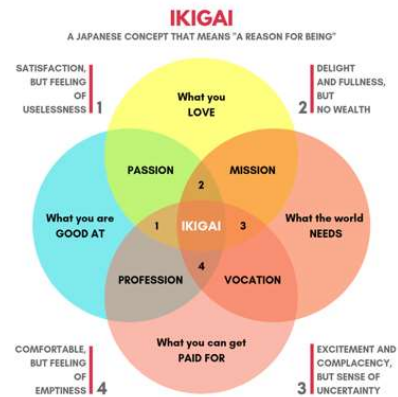


Does Education Level Influence Social Media Use?

% of U.S. adults in each demographic group who say they ever use ...



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

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.

Seth Godin

www.sethgodin.com

Click on Seth's head
to read his blog!

Seth Godin
best selling author

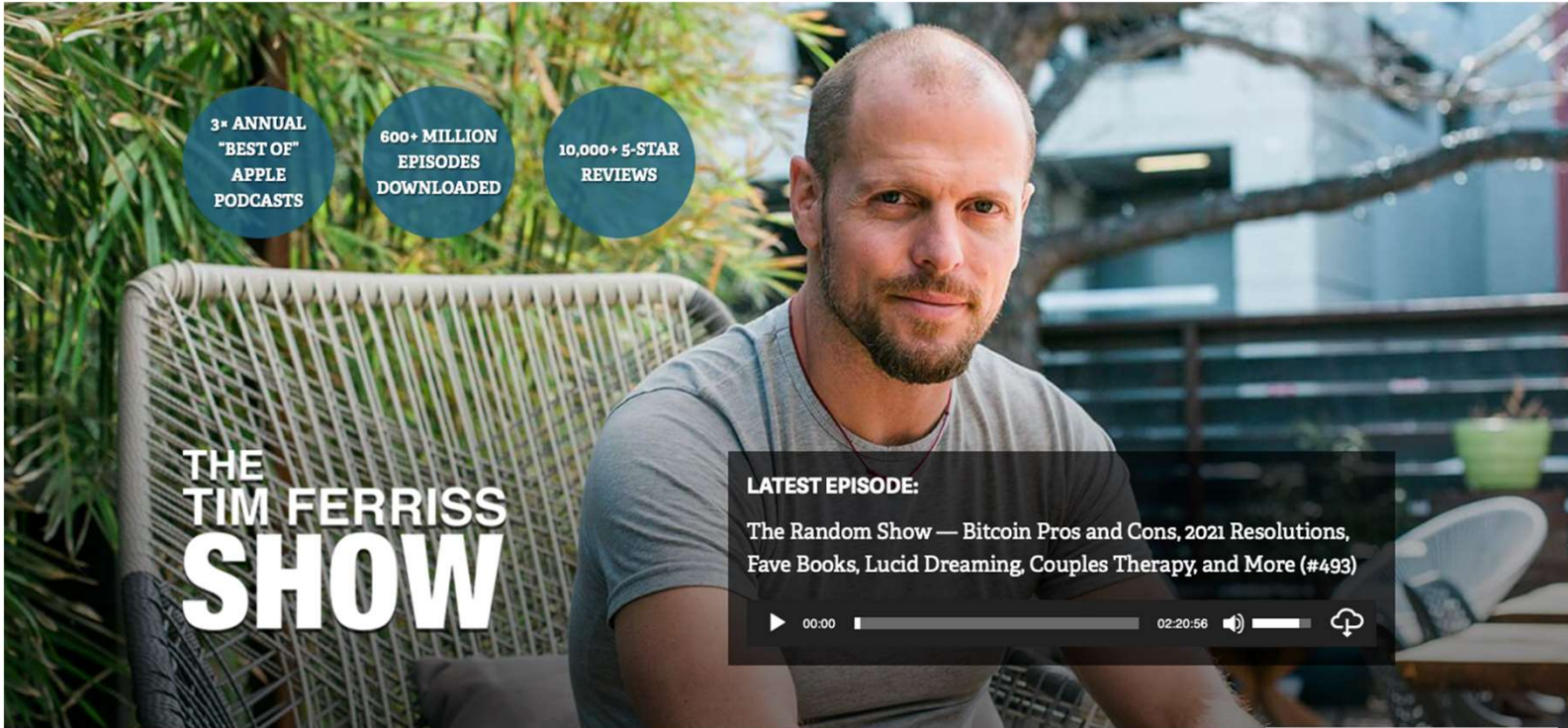
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Make something happen.

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CHECK OUT SETH'S NEW BESTSELLER.
**WHAT TO DO
WHEN IT'S YOUR TURN.**

click a cover for more info





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A Simple 2021 Reboot — My Short Letter

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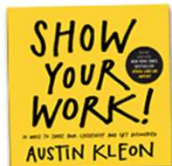
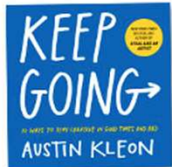
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LISTEN TO MY NEW AUDIOBOOK



READ MY BOOKS



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 ★ Popular

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

www.linkedin.com/pub/william-brams/0/1b5/71b



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

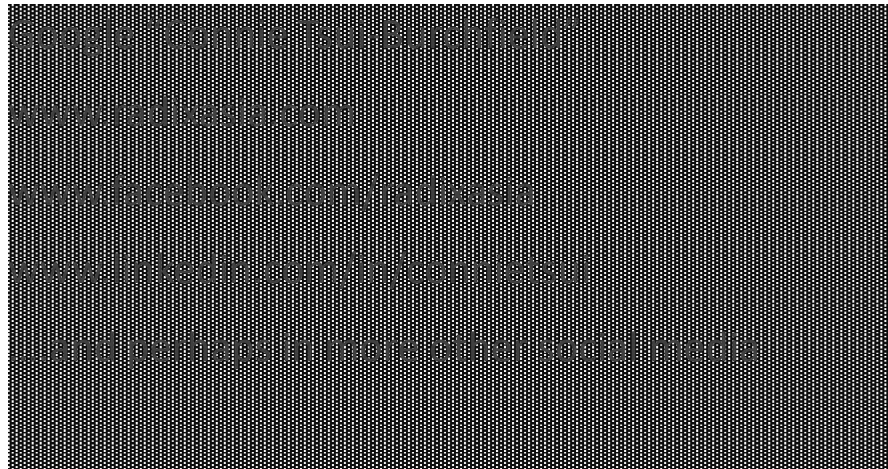
>> start accumulating your work

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:





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

Strong roots | Sustainable growth

connie@radixasia.com