Facebook This:
Your Professional Image…
On-Line

Jason W. Umfress
Director of Career Services
Delta State University
Career Services

- 3rd Floor Union
- Room 300
- Mission
  - Educate
  - Equip
  - Explore
  - Evaluate
- MonsterTRAK
- Career Days
- Resume help
Who Am I???
Nike

- “Just Do It”
- What do you think about???
- $978 million in advertising
- Projected to reach $32 billion in revenue by 2011
Who Am I???
McDonald’s Restaurant

- “I’m Lovin’ it.”
- What do you think about???
- $727.7 million in advertising
- $5.6 billion in revenue in 2006
Who Am I???
Starbucks Coffee

- No recognizable slogan
- What do you think about???
- Spent $16.6 million in advertising in 2006
- $7.8 billion in revenue in 2006
When Image goes bad...

- “Do what tastes right!”
- $374.4 million in advertising in 2006
- Spring 2005 finger in chili hoax
- Cost the company $2.5 million in lost sales
What about people???
What does this have to do with me?!?!

- **MySpace Page??**
  - Largest social networking site on the internet
  - Over 100 million accounts

- **Facebook Page??**
  - 8 million users in the U.S.
  - 2nd largest social networking site on line
  - 30,000+ recognized schools, colleges, universities, and **COMPANIES!!!**

- **YouTube Video??**
  - 100 million videos viewed a day in the US
Why your professional image is this important...

- Standards
- Expectations
- You are an investment!
- You are a representative!
Would you hire “Amelia”???
Would you hire “Greg”???
More than just wearing a suit
You as a “product.”
What is your on-line presence saying about you???
Employers are watching!!!
What to avoid on your on-line profiles

- Personal information
  - Phone numbers
  - Addresses
  - Family info
  - Class schedule

- Photographs / videos of you...
  - drinking
  - doing illegal activities
  - exposing yourself
  - in suggestive poses

- Blogs where you discuss...
  - doing stupid stuff
  - your sexual conquests
  - doing illegal activities
  - threats to your or others’ safety

- Quotes with vulgar language
Things that are OK for you to have on your profile…

- Photos of you and your friends
- Blogs where you discuss your life in general
- Videos of you and your friends having fun
- Your interests
- Your favorite “clean” quotes
A final thought on “image”

“An image is a stop the mind makes between uncertainties.”

- Djuna Barnes
Questions? Comments?

Jason W. Umfress
Director of Career Services
jumfress@deltastate.edu
662-846-4646