

## **Transcript for Introduction to How to Wow + Woo Employers Online**

It all started with a tweet. A comment on a blog led to an email exchange. You liked my Facebook update. Then I liked your Instagram photo.

Five months later, I've developed an impression of you, even though we've never met in person or talked on the phone. Is it a good one?

Like it or not, we create and grow professional relationships in the digital space.

This happens every day as email takes the place of a phone call and Facebook Live becomes our conference room.

Have you stopped to think about how you come across online?

This course is a primer on how you can impress employers online. We'll look at what you should do and shouldn't do in the digital world when you're on the hunt for your next job.

The course has three lessons:

First, we audit your online presence. We'll look for red flags that could derail your reputation with an employer. I'll share tips on how to find, delete, and hide embarrassing content.

Then we take a deep dive into LinkedIn, the number one online platform for professional networking. You'll learn how to craft a killer LinkedIn profile that gets noticed by employers. I'll also share other ways to get the most out of your LinkedIn account.

Finally, we'll talk about Twitter. You'll discover why Twitter is a powerful tool for building your professional brand. And I'll show you how to find jobs on Twitter that often don't show up anywhere else.

Sound good? Great!

Let's get started!