

How to build your Presence Online

Owning your Professional Identity

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15 years experience | 8 years SLT

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Working with MATs, Secondary and Primary Schools



itv



Made With
VivaVideo

If only..

Everyone judged you only on
the basis of your ability

You need to **stand** out
for the right reasons



Session aims

— — —
Rightly or wrongly, candidates are increasingly being searched online pre and post interviews.

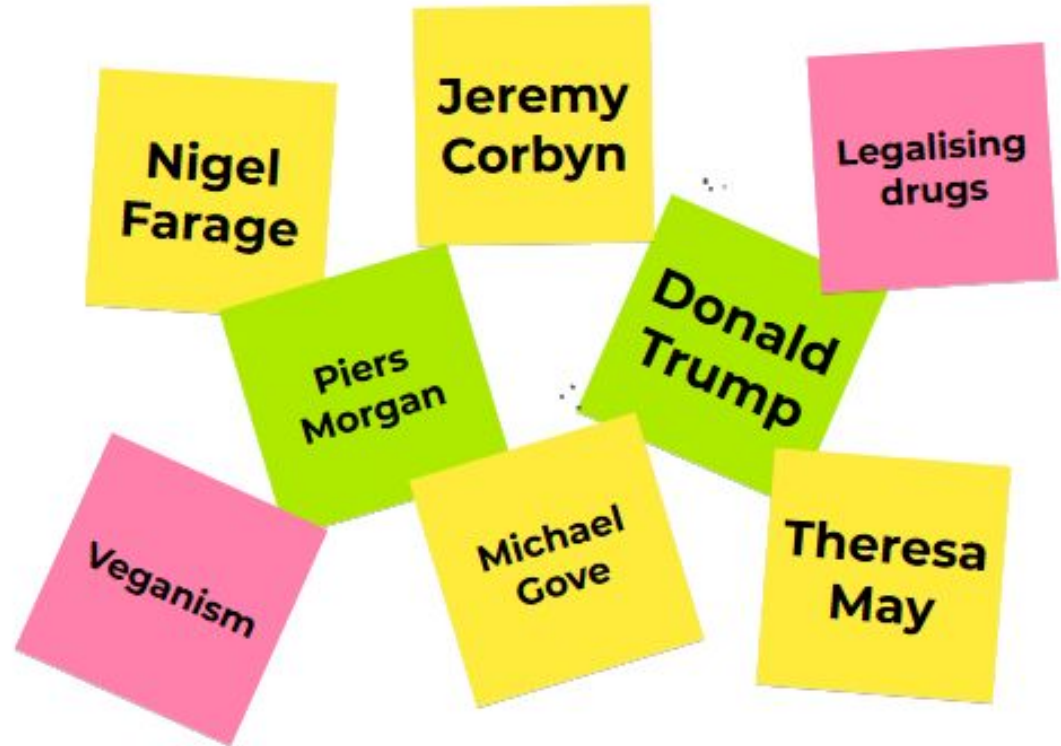
This session will:

- Explore your own digital footprint. What does Google say about you?
- Look at the impact of what you post, like, share on social media. How do you want to be perceived? Do you want a potential employer to know your political views?
- Get connected: Look at strategies on how to develop your identity on social media with a focus on LinkedIn. How can you ensure that your profile demonstrates credibility?

Your view...

Do you have a strong view on any of these people or topics?

You have 2 minutes to discuss one of these post it notes with someone in the room you do not know.



Swap roles

Do you want your future employer to know your views?

Enter this URL in to your phones / device and complete the survey:

goo.gl/4FsBsM

Digital Footprint



What does your footprint show?

77% of employers 'Google' candidates

What does Google say about you? Look at images too.



Google

Harmeet Sahot

Notifications

Messages



Search Twitter

Thoughts?



In case anyone had the wrong impression that I am remotely posh.. Here's a video of me drinking a Peroni last Christmas 🍷🍷



63% of employers 'Google' current and previous employers

What does Google say
about your current
employer?



Google

Harmeet Sahot

Google your school

Employers will also Google your school they want to get an idea of the environment you are coming from.

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2.6 ★★☆☆☆ 31 reviews

 
1 review
★☆☆☆☆ 3 weeks ago
HORRIBLE SCHOOL DONT COME HERE
👍 Helpful?

 
2 reviews
★☆☆☆☆ a year ago
Honestly this school is  the students are  do not go to this school
👍 11

 
1 review
★☆☆☆☆ a year ago
very great school everyone come here!! :DD lol no jk

Can I delete info?

Individuals

- Delete posts that you feel may have a negative perception that you do not want portrayed
- Set your security setting to the highest level.
- Delete profile images / pics you do not want in the public domain

Schools and SLT

- Use Google My Business
- Delete inappropriate posts where possible (Illegal, racist, homophobic, obvious spam)
- Respond/engage with the person who wrote the review
- Seek ways to generate more positive reviews

Building your presence and/or credibility

Building your presence

Moving up the Google
Rankings.

- Engage with Social Media
- Blogs
- Vlogs
- Likes
- Shares
- tags



LinkedIn

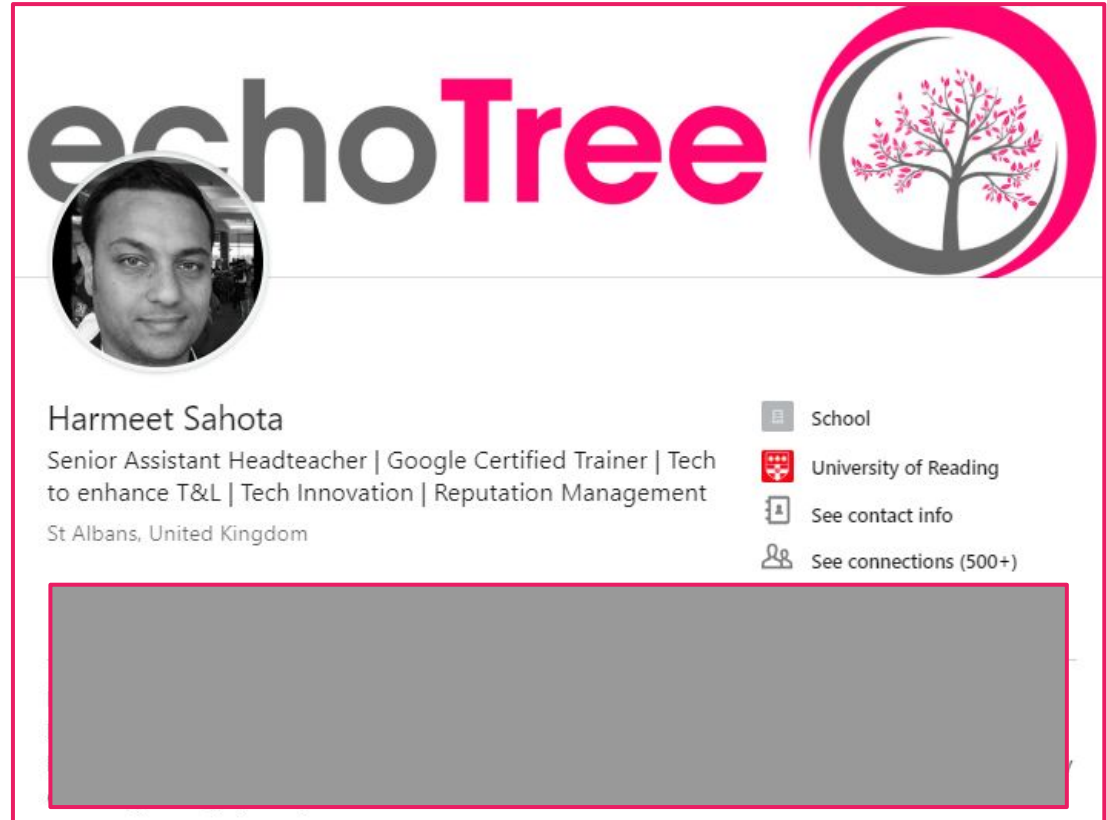
Creating opportunities

- Main business social media platform
- Connect with like minded individuals
- Global recognition
- Run businesses



Step 1: Build you profile

In paragraph
summarise who you
are.



The image shows a LinkedIn profile card for Harmeet Sahota. At the top, the 'echoTree' logo is displayed in grey and pink, with a circular profile picture of Harmeet Sahota on the left and a larger version of the echoTree logo on the right. Below the profile picture, the name 'Harmeet Sahota' is written in bold. Underneath the name, the text reads: 'Senior Assistant Headteacher | Google Certified Trainer | Tech to enhance T&L | Tech Innovation | Reputation Management'. Below this, the location 'St Albans, United Kingdom' is listed. On the right side of the profile card, there are three icons with corresponding text: a school icon for 'School', a university icon for 'University of Reading', and a contact icon for 'See contact info'. At the bottom right, there is an icon for connections with the text 'See connections (500+)'. A large grey rectangular area is present at the bottom of the profile card, likely representing a blurred bio or cover photo.

Step 1: Build your profile (example)

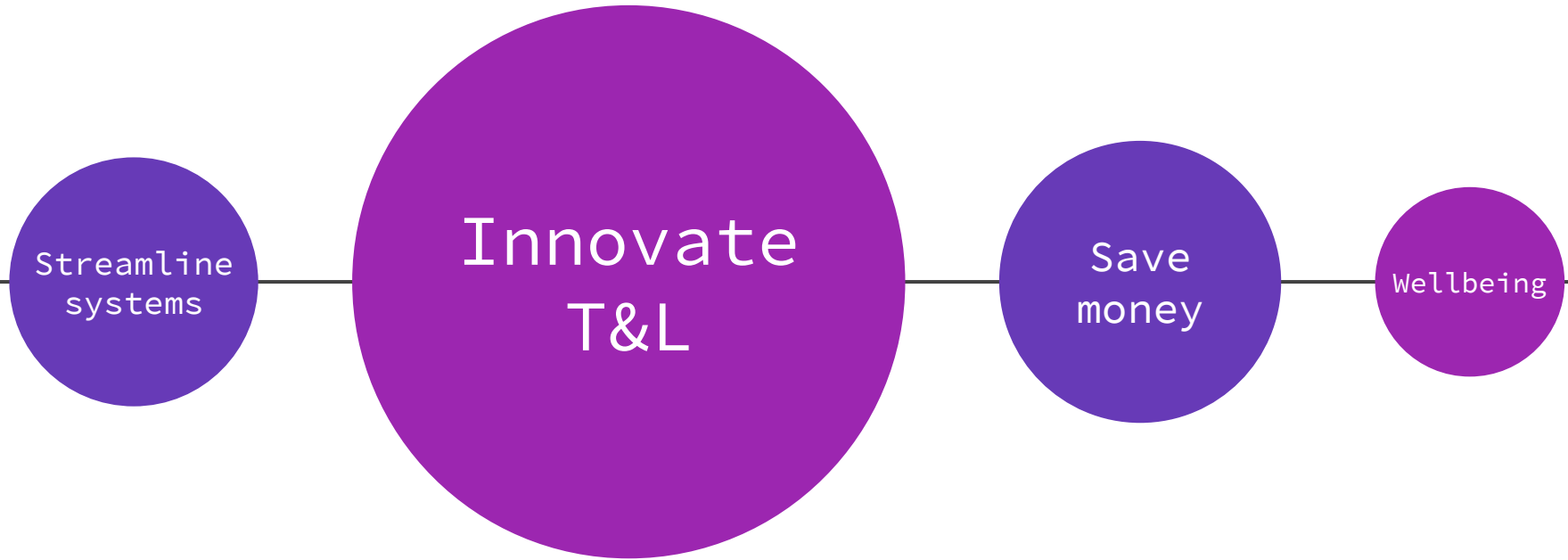
“I work part time in a school as a Senior Assistant Headteacher specialising in Technology to enhance Learning. As a Google Certified Trainer I spend the rest of the week consulting and training schools on how G Suite can transform Teaching & Learning. I also help businesses manage their online reputation by effectively managing Google reviews.”

Jazz up your profile

- What are your 4 key achievements
- What do you want a prospective employee to know about you?



Skills & expertise (Your top 4 skills)





Save money

Integration

Hardware

Comms

Collaboration

MIS sync

**Forms
(Streamline systems)**

Digital Strategy

Chromebooks

Bespoke systems

SIP/SDP

Paperless

Training

Efficiency

Software

Current SLT

Staff zone (intranet)

Wellbeing

Infrastructure

CPD

Updated profile

Preparing schools for the digital future through cloud based innovation and streamlined processes. EchoTree develop a bespoke digital strategy for every school we work with. We have:

- accelerated attainment through edtech
- set up paperless systems that have improved efficiency, saved time and improved wellbeing
- Given staff the tools to become 80% quicker in marking and giving feedback
- Utilised cloud based tools to save a school over £37k by not having to replace or upgrade current hardware.

With members of SLT on our team we know how to positively approach transformation and how to demonstrate immediate impact.

Step 2: Get connected

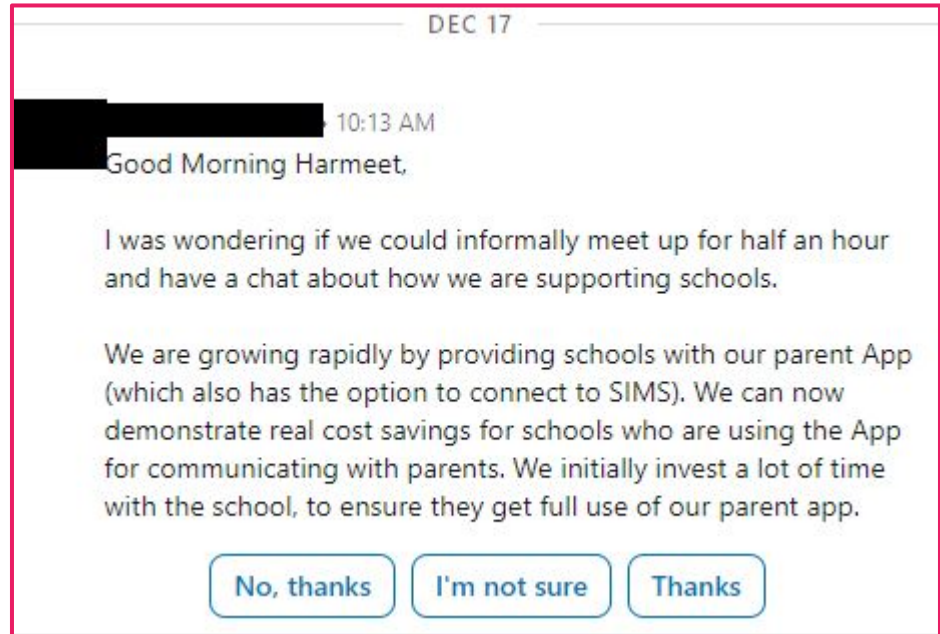
- Connect with SLT and HTs
- CEOs
- Like minded professionals
- Search by location
- Endorsements for credibility



What to expect...

Some people will message you after connecting.

- Introductions
- Request meetings
- Sales

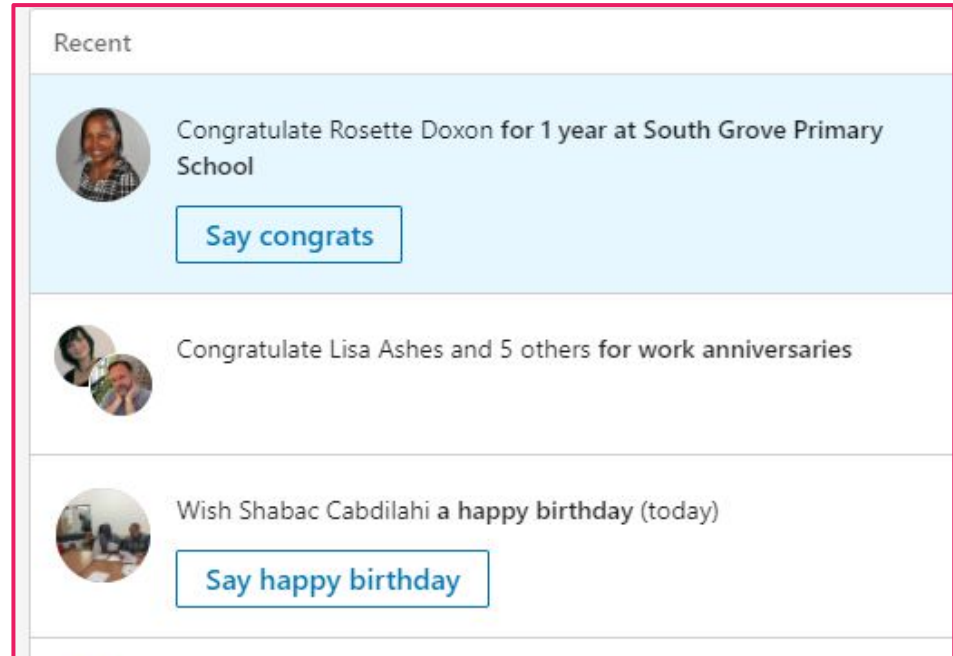


Step 3: Engage with contacts (1)

Starting conversations can be tough.

Engage with the contacts you want to talk to

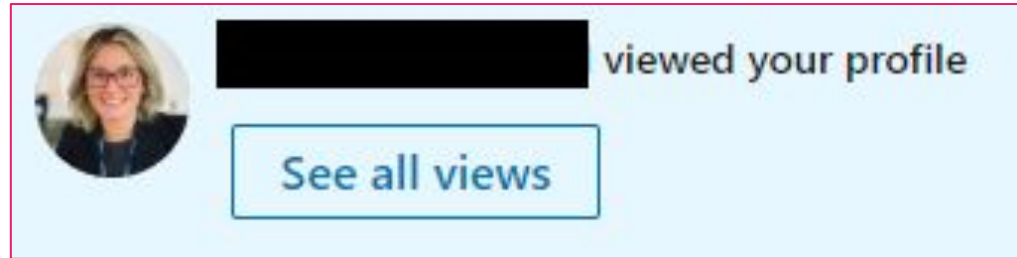
- Congratulate?
- Say happy birthday?



Step 3: Engage with contacts (2)

Engage with the contacts you want to talk to

- Send messages to people who have just viewed your profile



Building your **credibility**

Strong profile

Demonstrate you are an expert in your area




Step 4: Build Credibility (3)


- Get endorsements (colleagues), people you have worked with
- Like and share posts
- Write mini posts
- Blogs
- Comment on current affairs

Skills & Endorsements

Teaching · 16

 Endorsed by Constantine Louis and 1 other who is highly skilled at this

Staff Development · 15

 Endorsed by Constantine Louis, who is highly skilled at this

Step 4: Career interests

Let recruiters know your status

Career interests

Privacy settings

Let recruiters know you're open On

We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)

Note to recruiters

I am currently working 4 days a week in a school as an experienced Senior Assistant Headteacher in a successful mixed secondary academy. I am looking for the potential to work 3 or possibly still 4 days as SLT, I teach ICT up to KS5.

234/300

Your career interests help determine your search results

Where are you in your search?

Not looking, but open to offers

When would you like a new job?

I'm willing to wait for the right opportunity ▼

What job titles are you considering?

✓ Assistant Head

✓ Deputy Head

+ Add title

Summary

- Your digital profile follows you 24/7
- Think about what you are professionally trying to achieving by posting on social media accounts
- Make your profile stand out from the rest
- Get connecting



**SOME PEOPLE WANT IT TO HAPPEN,
SOME WISH IT WOULD HAPPEN,
OTHERS MAKE IT HAPPEN**

- MICHAEL JORDAN

