PERSPECTIVES

A monthly look at what's happening in the ever-changing digital world and beyond.

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From the Editor

This month's issue of *Perspectives* features tools and tips for the recent college graduate entering the workforce.

In *Job Skills for New Hires*, recent grad Michelle Fares writes about the lessons she has learned since she began working at RTC Relationship Marketing (RTCRM). Veteran digital gadget geek Carlen Lesser offers some helpful tips on how to use About.me in *All About.Me*. In *Workplace Digital Etiquette 101*, Kara Reinsel highlights digital manners to mind at your first job. Rebecca Johnson offers solid advice on creating a profile on LinkedIn in *How to Create a Digital Business Card with LinkedIn*. And finally, Sara Weiner gives us a practical guide on how to re-vamp your Facebook profile upon entering the work force in *Facebook Cleansing for the College Grad*. We hope that you will find this information helpful and useful.

As always, we encourage your feedback. Contribute to the conversation online, where versions of *Perspectives* are available for comment on our website's Sparkblog and on SlideShare, or send me an email letting me know what you think. If you are interested in a custom briefing on any topic in this edition, RTCRM is here for you—just contact your Project Manager or Account Manager. If you aren't a current RTCRM client and would like a custom briefing, contact me and we'll talk. If you are looking for the latest in digital trends with a healthy dose of attitude, visit *Treffpunkt*— the RTCRM Digital Integration and Innovations team blog—at http://rtctreffpunkt.blogspot.com/.

Thanks and enjoy.

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Table of Contents

Job Skills for New Hires

Summary: Many college seniors who are graduating this spring and entering the workforce will be going into their first professional job. These new hires are highly educated and tech-savvy, but they may be lacking in some basic business skills and knowledge. In order to achieve their full potential on the job, these former students must proactively ask questions, seek out knowledge and research their new jobs.

Michelle Fares, *Associate*
Digital Integration and Innovation

Floridian Hoya. Enhancing communication btwn companies and people thru social media, online communities, and cupcakes. Lots of cupcakes. @michellefares

Key Information:

About a year ago, I graduated from college and began my first job as a young professional. Although I was entering the workforce with a solid education and skill set, I quickly found out that I still had a lot to learn at my new job. Many companies provide orientation and training sessions for new hires, but graduates who are just beginning their careers may still find gaps in their knowledge about business procedures, practices and tools—either for the workplace in general or their specific industry. As a new employee, you should consider the following areas and skills when starting your first job:

- **Email/Calendar Programs:** Most of this year's college grads have been sending and receiving emails since they could read, but there is more they can do with email-focused software programs like Microsoft Outlook, which allows users to set their calendar, schedule meetings, and create tasks. More than just an email program, Outlook forms the backbone of the business world, and you should become familiar with the tool to avoid on-the-job confusion.
- **Billing Time:** Grads coming out of the college environment won't be used to documenting every hour of their day, but companies in industries such as law and advertising want to track how much employee time is spent on specific tasks at work. If your industry uses resource-planning software, you must learn to adjust.
- **Creating and Saving Files:** Many companies have templates for types of documents that they frequently create, specific ways to name their files, and conventions for saving and organizing files on their network. Make it a point to find out about these naming and saving conventions within your first few days on the job.
- **Department Run-Down:** Even though you may have interned or worked in an industry before graduation, you still may not fully understand all the departments in a company or what they do. When faced with information you don't know, ask questions and dig deeper in order to gain a full understanding of your new workplace and your own position.
- **Abbreviations:** Every industry has its own abbreviations, acronyms and jargon that don't necessarily make sense to outsiders. Ask questions or do your own research to figure out what these terms mean.
- **Office Layout:** New hires should take the initiative to figure out the layout of their new office—where the meeting rooms are located, where certain departments sit, and where facilities like the kitchen or bathrooms are. Since this information is usually presented quickly on an office tour, writing it down or creating a personal "office map" is a good way to avoid getting lost.

Implications and Action Items:

Although new graduates bring many skills to the job market, there is still a lot of essential knowledge that they need to acquire. By taking the initiative to ask questions, take notes and do research, you can gain the tools needed to succeed on the job.

1. **Don't assume.** Even though you may think you know more about Facebook and Twitter than your employers, you may have to adjust your thinking and learn about using digital tools for business purposes.
2. **Be proactive.** In a busy office, employers or co-workers might not always be around to provide information or explanations. When confronted with terms or tools that you don't understand, don't be afraid to do your own research.
3. **Do your homework.** Stay up-to-date with industry blogs and learn about fundamental ideas of your business so that you have a good background going in to your first job.

All About.Me

Summary: Crafting a professional online presence is a must these days, as most employers search online for information before they even interview you. Instead of chancing it on what information they may find, create a professional landing page and provide the link on your résumé. About.me can help recent college grads—and seasoned professionals—create a compelling professional homepage to give that résumé some "oomph."

Carlen Lea Lesser, *VP/Director*
Digital Integration and Innovation

Connector of people, ideas and info. Marketer, geek, blogger, baker, tea drinker, and artist.
http://about.me/carlenlea

Key Information:

For recent grads, crafting a compelling professional presence online could mean the difference between getting that interview and having to send out dozens more résumés. It's well documented that employers search online for information about applicants. This can range from informal quick searches by a hiring manager on Google, LinkedIn or Facebook to formal corporate-level background checks. To stand out in the crowd you need to do more than hide your embarrassing pictures; you need to lead potential employers to the information that shows you at your best. Providing a link on your résumé to your professional homepage is a great way to craft that first impression.

About.me is a personal homepage platform that launched in September 2010. It is part of a growing collection of digital services aimed at helping people build a professional, career-related presence online. The service quickly and easily allows even someone with no digital design or website-building experience to craft a homepage that looks professional and shows personality. Your About.me page acts as a launchpad to other professional websites you may leverage such as LinkedIn, SlideShare, Twitter, various blogs, Flickr, YouTube, and even apps like Foursquare and Instagram. The service also includes the ability to add a "contact me" feature. The benefit being that you only need to check About.me once or twice a year to ensure your bio is still up-to-date. The services you are already connected to, like the ones mentioned above, keep it fresh.

Implications and Action Items:

About.me offers a simple yet powerful way to build a professional presence that leverages all the services you are already using, like LinkedIn.com and SlideShare, and easily share your information with potential employers. Craft your career-related online presence with About.me, but be sure to consider the following key things:

- **URL:** Choose your About.me URL carefully. As it is a professional presence, it's best to stick to your actual name for your URL. Be sure to list this URL on your résumé along with your phone number and email address.
- **Imagery**: Choose the photo or artwork that represents you. It is truly your first impression. Consider the audience and the type of jobs you are applying for and be sure that it sends the right message.
- **Text**: The bio section is crucial. About.me controls how much content you put in the biography, so you will need to focus not only on telling the right story, but also ensuring that your content and image work together visually.
- **Layout**: While About.me is very simple to use, giving some thought to the layout is still very important. Be sure to hit the "show layout guides" button to make sure your image and text appear the way you think they will. Definitely make sure you can actually read your text over the image.
- **Services:** Just because you can link to your Instagram account doesn't mean you should. Choose services that will present you professionally. That doesn't mean you can't have a little fun, but balance your personal life with a professional demeanor.
- **Updates:** One of the major benefits of About.me is that you don't have to update it often, but be sure to put a reminder on your calendar to check it once or twice a year. If you change jobs or career directions, you want it to remain accurate.

Workplace Digital Etiquette 101

Summary: As another class of newly minted college graduates prepares to enter the workforce, they will be faced with navigating what is and is not appropriate when it comes to digital etiquette in the workplace. It may seem trivial, but knowing when it's OK to use your smartphone at work can make the difference between getting a promotion and being passed over. For jobseekers, it can influence which candidate gets the job and which ends up in the "no" pile.

Kara Reinsel, *Senior Strategist*
Digital Integration and Innovation

Digital marketer and online business strategist. DMV local. Art, food and fashion enthusiast.

Key Information:

As you become a part of the working world, you will be faced with a set of professional etiquette dilemmas you may not have been well prepared for (through no fault of your own). Colleges and universities do an excellent job educating students in a particular field of study. However, they fall short when it comes to teaching essential life skills such as "Should I friend my boss on Facebook?" Without this information, you could unwittingly fall into digital etiquette traps while interviewing for a job or after you've started a new position.

According to a CareerBuilder survey, 71% of hiring managers said the biggest mistake job candidates make during an interview is answering a cell phone or texting during the interview.[1] Many hiring managers said they would end the interview immediately if this happened to them. So with that in mind, turn off your cell phone while on a job interview. That is, unless you *don't* want to be hired, in which case using your cell phone during an interview is a surefire way to ensure that you don't get the offer.

After the interview, be sure to send a thank-you note. Eighty-nine percent of hiring managers say it's fine to email a thank-you note and, in fact, half of them prefer it to be an email.[2] If you don't send a thank-you note, you are putting yourself at risk—22% of hiring managers said they are less likely to hire someone if the candidate doesn't send a thank-you note.[3]

When it comes to digital etiquette in the workplace, its better to err on the conservative side, at least initially. Leave your cell phone at your desk. It's unnecessary to bring it to meetings, and if you use it you run the risk of being perceived as inattentive, or worse, an annoying Millennial. Resist the urge to friend all of your new coworkers on Facebook. Under no circumstances is it OK to bash your company or coworkers in your Facebook status or on your Twitter account, unless you want to get fired. Think twice before making your employer-provided laptop your *de facto* personal computer. Anything stored on the laptop technically belongs to your employer, not you. Avoid using your work email as your personal email account. Again, your company owns all of the data—contacts, emails from your mom, shipping confirmations from Zappos, etc.—within the email account. And eventually you'll switch jobs: save yourself the headache and use your work email only for work. Finally, refrain from checking your personal email during meetings.

Implications and Action Items:

Common sense can help you avoid the majority of digital etiquette challenges:

- When in doubt, turn off your cell phone.
- Get to know your coworkers first as professionals, not as automatic (online and off-line) BFFs.
- Don't use social media as a channel to share your opinions of your employer, your job or your colleagues.

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[1] CareerBuilder.com, "Employers Reveal Outrageous and Common Mistakes Candidates Made in Job Interviews," January 12, 2011
[2] CareerBuilder.com, "More Than One-in-Five Hiring Managers Say They Are Less Likely to Hire a Candidate Who Didn't Send a Thank-You Note," April 14, 2011
[3] Ibid

How to Create a Digital Business Card with LinkedIn

Summary: LinkedIn is the leading professional networking site, with over 101 million members worldwide. While many people view LinkedIn as simply a way for professionals to establish a Web presence, LinkedIn offers much more than that. This article gives advice to the recent college graduate on how to utilize the features and functionality of LinkedIn to best market themselves, and to build and engage with their professional network.

Rebecca Johnson, *Strategist*
Digital Integration and Innovation

Tradigital marketer. Social media junkie. DC Localvore. Native NYCer. Soccer enthusiast. Aspiring urban homesteader. NPR fiend. @digibec

Key Information:

There are currently over 47.9 million U.S. members on LinkedIn, and the professional networking site is the 12th-most-visited site in the United States,[1] with an average of 3.6 million visitors per day. This spring, approximately 1,669,000 students will graduate from college with a bachelor's degree.[2] With 200,000 college students creating a LinkedIn profile every month, this makes the social network a rich source for internships and entry-level job opportunities, and one of the top places human resources generalists go to recruit recent college graduates.

Implications and Action Items:

Starting a LinkedIn account is very simple. But creating a rich and intriguing profile that expresses your talent, skills and expertise and that will attract potential employers and connections requires additional time, effort and thought.

- **Set up your profile early.** While your profile may just be "bare bones," still make sure to include every item of professional experience, collaboration and accomplishment. Ask your teachers or summer employers for recommendations. When setting up your profile, change the generic LinkedIn URL to your name to increase find-ability, and add a professional photo to give your profile personality.
- **Focus on your headline.** This statement should truly describe your expertise and talent and even express a little of who you are outside of work. The LinkedIn headline is the most important part of a profile; it will appear in search results. Remember: The average time spent on LinkedIn profile pages is 38 seconds, so make it easy for your profile viewers to understand who you are and why they should be interested in you.
- **Connect. Connect. Connect.** Start with your existing contacts and allow LinkedIn to access your email address book. Once you've connected with members you know, find who in their networks may be a potential connection or may work in a company or job field that's of interest to you. When you find someone, ask your connection for an introduction. After interviews, ask your interviewer if they would like to connect on LinkedIn; be sure to send requests right after meeting. Also, include your LinkedIn URL on your résumé and your email signature.
- **Use LinkedIn's Career Explorer.**[3] This tool allows college students and graduates to research various career paths based on college/university, level of education, and desired industry. It will also help you find relevant job opportunities, research top companies, and surface your network connections that can help you get a foot in the door.
- **Get professionally social.** Join alumni, industry and professional groups. Build connections from these groups, contribute to the conversation, post relevant content, ask questions/provide answers that demonstrate your competence, learn about company hiring practices and potential openings, etc. Participating in these groups will create traffic to your profile from industry colleagues, employers and recruiting staff.
- **Utilize your LinkedIn status.** Update your status strategically and regularly with compelling and interesting links, content, and significant events in your professional career. This will keep people in your network, and beyond, interested.
- **Research and investigate.** Follow companies where you think you might want to work. Keep up-to-date on their recruiting, job openings, career movements, press releases and industry developments. This will help determine if you'd be a good match with that company by giving you insight into a company's inner workings.

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[1] Alexa's Top 500 Sites in the U.S. http://tiny.cc/2wm0b
[2] National Center for Education Statistics (NCES) http://tiny.cc/6ukzh
[3] http://tiny.cc/jsxdj

Facebook Cleansing for the College Grad

Summary: Facebook has become a storage bin of photographs. Users hoard hundreds of photos in their profile, often forgetting about old albums and images. For graduates who are job searching or entering the work force, these old photos may reveal distasteful evidence for recruiters. Detagging, deleting and setting privacy controls is a mandatory step before entering the working world.

Sara Weiner, *Associate Director*
Digital Integration and Innovation

Yrs of planning, prodding & implementing digital stuff. Philadelphia born 'n' raised. Geeky, athletic and green. Go Big Red!

Key Information:

People used to keep boxes and boxes of photo albums in their homes, but now they store their photos on Facebook. For students graduating college and entering the workforce, this online behavior can blow up in your face. Especially for Millenials—whose approach to privacy differs from older generations—learning certain protocol is needed when entering the workforce. This consists of both privacy controls online and mature behavior offline, and requires a dedication to career growth and separation of public and private life.

Implications and Action Items:

Facebook allows you to put privacy specifications on photo albums, wall comments and user viewability settings. In addition, keeping yourself out of distasteful photos, and/or ensuring that they do not get posted at all, will help your chances of successfully gaining employment. Following simple best practices will help you seek employment and stay employed:

- **De-publicize your profile.** Consider making your Facebook profile unsearchable when looking for a job or even when employed. Recruiters often check out prospective and current employees on Facebook; inappropriate pictures will quicky turn them off.
- **Manage your settings.** Facebook allows you to hide photo albums and limit viewability from other users. Be sure to manage your settings so that people in your professional life are not exposed to the same items as those in your social life.
- **Detag and delete.** People will post pictures of you that you don't want others to see; be sure to detag yourself from such pictures or ask your friends to remove them.
- **Go way back.** After years of posting photos, it's quite easy to forget about that incriminating photo from freshman year. Make sure to start from the beginning of the "pile" and delete photos or hide photos that you wouldn't want employers to see.
- **Keep the beer down.** No recruiter wants to see photo after photo of you with a beer raised to the sky. Be cognizant of the photos you are taking, and even consider implementing a personal no-booze-in-my-photos policy.
- **Be your own gatekeeper.** Perhaps the most viewed section of a Facebook page is the profile picture. While you're cleaning up your old photos and deleting the beer games, do not forget to change your profile picture. Choose something clean, respectful and clothed.

About RTCRM

RTC Relationship Marketing (RTCRM) is a full-service direct marketing and relationship marketing agency based in Washington, D.C., in the heart of Georgetown, with an additional office in New York. RTCRM boasts more than 40 years' worth of innovative, targeted solutions that grow its clients' brands and help them forge lasting, valuable relationships with their customers. What distinguishes RTCRM is its unique ability to analyze data and research on both a rational and emotional level. RTCRM's clients include major brands in the telecom, technology, pharmaceutical, and other business sectors such as AARP, BlackRock, Eli Lilly, and Novo Nordisk.

To learn more about RTCRM, please visit www.rtcrm.com or follow the Twitter feed @rtcrm.

About the Digital Integration and Innovation Team

The RTCRM Digital Integration and Innovation team is tasked with keeping track and making sense of the ever-changing digital world. It's our job to understand the nuances of how and why different types of people use technology and what that tells us about them. More importantly, it's our job to help our clients apply this knowledge to better communicate with their customers. We help clients translate business goals into marketing campaigns that build relationships with customers. In the 21st century, understanding how and why someone uses technology is as important as understanding where they live, what gender they are, and how old they are. That's where we come in. From ensuring that technographics are considered in the research phase, to tactical plans that align digital, print and broadcast tactics, we work with clients and internal partners to make sure it all works.

It's not about what's cool. It's about what's smart.

Treffpunkt, Digital Integration and Innovation Team Blog: http://rtctreffpunkt.blogspot.com