PROTECTING YOUR PROFESSIONAL IMAGE

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WHAT IS PROFESSIONALISM?

Pro•fes•sion•al•ism

noun

:the skill, good judgment, and polite behavior that is expected from a person who is trained to do a job well

http://www.merriam-webster.com/dictionary/professionalism
11 WAYS TO LOOSE YOUR JOB ON FACEBOOK

HTTP://WWW.JEFFBULLAS.COM/
2010/09/02/11-WAYS-TO-LOSE-YOUR-JOB-ON-FACEBOOK/
NEWS SPECIALS

HTTPS://WWW.YOUTUBE.COM/WATCH?V=DIKNS_Q3L_Q
WHAT PERSONALITY
CHARACTERISTICS
SOUND PROFESSIONAL?
POSITIVE ATTITUDE

OPTIMISTIC, EVEN IN THE MOST NEGATIVE SITUATIONS
PRETTY POSITIVE?
EXAMPLES OF NEGATIVE POSTS

“Just finished my interview...It doesn’t matter anyways...I’m sure they won’t hire me.”

“Screw this shit...I’m going to the beach.”

“been waiting for fucking ever...this sucks.”

“So ladies...my boyfriend is such a dumbass! He....”

“not looking forward to another year at UCSC!!! Argh...”
ENTHUSIASM

This can be an intense and eager attitude that can be contagious to those around you. Or just someone who seems to really like their job.
SOME POSTS ABOUT ENTHUSIASM

“Tom: wanna go for a bike ride?
Me: Hell no, I'm tired.
5 minutes later
Tom: wanna ride our bikes to get mimosas?
Me: YES!!! “

“I’m so bored!!!”
BODY LANGUAGE

Video: https://www.youtube.com/watch?v=LVeOLIWiWbnMk

For Example: Confidence
Posture – standing tall (even in your chair) with shoulders back (arms NOT folded)
Eye contact – solid with a 'smiling' face.
Gestures with hands and arms – purposeful and deliberate.
Speech – slow and clear.
Tone of voice – moderate to low.
ETHICAL

THE QUALITY OF HAVING AND LIVING BY A CODE OF SOUND MORAL PRINCIPLES.
THIS ONE IS TRICKIER THAN YOU THINK...

Posts I have seen:

“I need a mental health day” followed by photos from your trip to SF with your buddies on a day when you should be at work/school.

“That is so gay.” This was a comment on someone’s post about something that was negative.

“OMG! I just spend most my first internship check at the mall!!!”

“I’ve got three interviews! Just look what a little bullshit can get me!”
WAYS TO BLOW IT

• Check your phone/Text/post/comment, etc.
  • in class
  • in SUMMER PROGRAM WORKSHOPS
  • in an interview!!!
• Send angry emails or texts or leave angry messages (calm down first)
LISTENER

THE CAPACITY TO SUSPEND YOUR OWN AGENDA AND DELIBERATELY AND EMPATHICALLY ALLOW OTHERS TO BE HEARD.
THE ABILITY TO ENDURE IN THE FACE OF ADVERSITY. IT IS A PATIENT AND RELENTING EFFORT TO ACHIEVE DESPITE DIFFICULTIES.
SELVES

Self-Aware – The understanding and knowledge of who you are including your skills, values, interests, behaviors and character.

Self-Confident – The firm belief in your abilities. Seek professional help if this is an area of weakness (CAPS is awesome)!

Self-Discipline – The ability to control and restrain impulses. Energy then can be focused and channeled toward your ambitions.
NETWORKED

A WELL DEVELOPED CIRCLE OF INFLUENCE OF INTERCONNECTED POSITIVE RELATIONSHIPS.
SECURITY MEASURES

• But I’m not friends-with/following…them
• We don’t know everything…you don’t really know what others can see or not see…no matter which social media is
• You don’t know who is connected with who
• Never trust social media sites to care about your security…
• New social media technology = fewer laws to protect you
• Go to Privacy Settings, Then “timeline and tagging” and then you can enable the option to view the photos that other’s tag of you” → other social media?
SOME DON’TS

• Updating your status too frequently
• Allow photos to be taken of you by folks who are acquaintances.
• Make religious or political posts
• Post your personal information (DOB, etc.)
• Brag
• Competitive posts
• Assume that your employer, professor, etc. “knows you’re not like that really”
• Selfies
SELFIES

https://www.youtube.com/watch?v=7s74P4dx9ww

http://www.mirror.co.uk/news/real-life-stories/selfie-addict-took-two-hundred-3273819
SOME DO’S

• Do web searches on yourself
• Make a professional LinkedIn Account
• Separate your high school/personal accounts from professional accounts
• Check security options often for any social media site
• Check your social media stuff daily if you participate so you can make sure to take-down, deal with, any negative stuff that has been put up