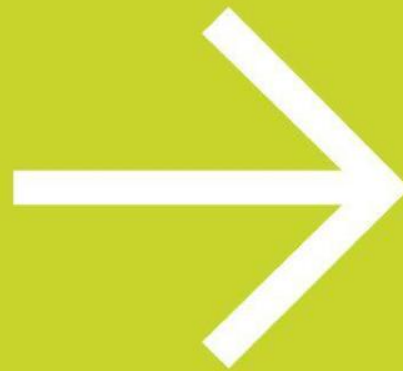


Virtual Identity Impacts Your Career



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Daiga Ērgle,
SVP Human Resources
February 2015

Everything You Do Online, Impacts Your Career

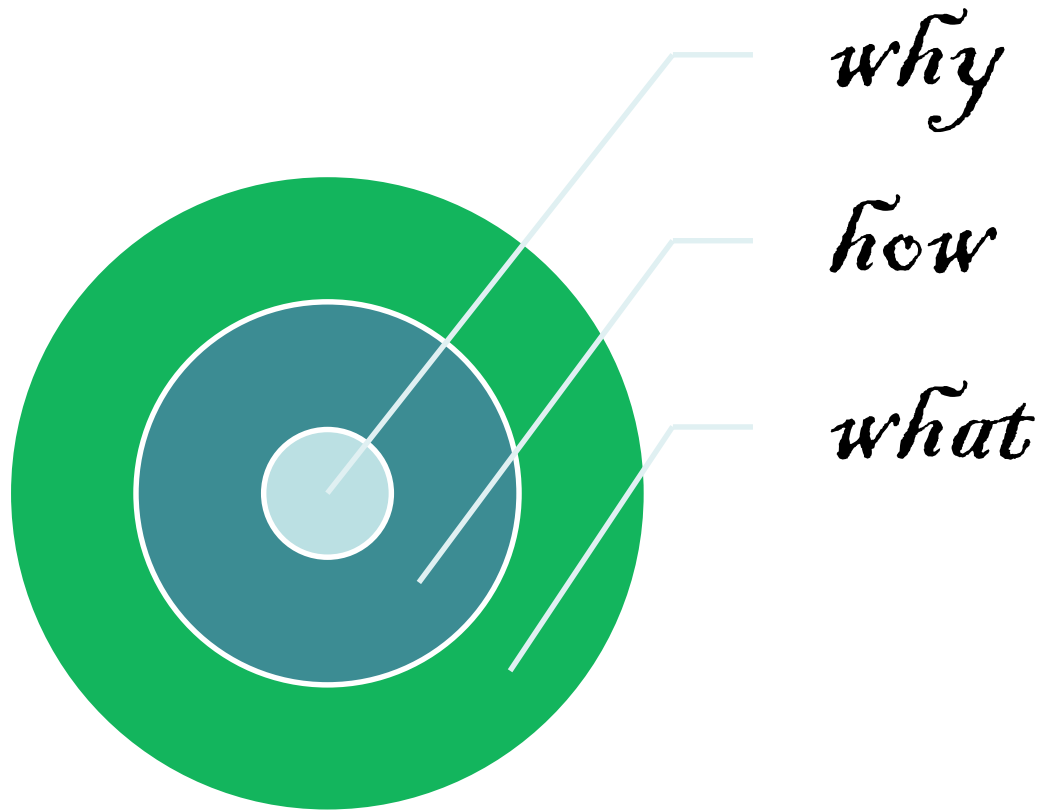
- Are you virtually present?
- Do you believe your virtual presence influences your professional career?
- Do you have separate virtual identities for private and professional purposes?
- Do you believe more than one identity can be effectively maintained?



It's All About Branding in Today's World



Golden Circle (by Simon Sinek)



Doing Business Is Like Dating (Build Your Story!)

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→ I'm extremely rich. I have a big house and drive a beautiful car. I know lots of famous people. I'm on TV all the time, which is good because I'm good-looking. I've actually done pretty well for myself.

(S. Sinek)

Doing Business Is Like Dating

→ You know what I love about my life? I get to wake up every day to do something I love. I get to inspire people to do the things that inspire them. It's the most wonderful thing in the world. In fact, the best part is trying to figure out all the ways I can do that. And believe it or not, I've actually been able to make a lot of money from it. I bought a big house and a nice car. I get to meet lots of famous people and I get to be on TV all the time, which is fun. I'm very lucky that I'm doing something that I love, and I've actually been able to do pretty well because of it.

(S. Sinek)

What I look for when recruiting

- **EXPERIENCE** (proof of past achievements)
- Professional identity (can I read your «why»?)
- Consistency of experience
- Virtual presence consistent with ones professional identity



Social Activity is Viewed by Employer

- For background check purposes (including compliance with corporate values)
- For internal selection decisions
- For compliance case investigations
- How you represent your workplace in all your social communications
- By colleagues & subordinates to build an opinion about you



Selective About Contact Network

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- Friends and family – how they're represented
- Professional networks
- Colleagues at work
- Industry contacts
- Interest groups



All above ideally should support your virtual identity

What You Communicate as an Employee

- Appropriate workplace related profile pictures
- Pictures/ tags while on a business trip
- Pictures/ tags while on a sick leave
- Any messages/ pictures not contradicting with your job role
- Careful about «insiders'» humor



Social Media Policy at Workplace – Is This a Solution?

- 1. Within the external communication that includes but is not limited to the circles of friends, relatives, acquaintances, public places, internet based social networks, etc., employees care for the reputation and public image of airBaltic, therefore refrain from critique and blaming, as well as negative comments that may lead to damaging of company reputation.**
- 2. Intentional damaging of company reputation through public negative comments, e.g. by communicating them on internet based social networks, is considered unethical and not acceptable. Such behavior is treated as disloyalty and violation of internal regulations that may lead to disciplinary actions.**

It's All About Branding in Today's World ... (and the same is true for tomorrow's workplace)



«People rarely succeed at anything unless they are having fun doing it»

(from the Corporate Credo of Southwest airlines)

