



Given the omnipresence of social networks and the increased online presence of almost anybody nowadays, potential employers are most likely to perform some type of Google search on you ahead of an interview. In investment banking or private equity, you will need to have an unblemished online reputation and avoid a few fatal mistakes. Below are some tips to manage your online presence:

Google search yourself

Google your name and see what comes up in the first three to four pages. Most interviewers and HR reps will do this. Once you have done this, go into every single link that is relevant to you and investigate for any potential inappropriate content.

Clean up your Facebook page

Have a clean Facebook page, use the maximum privacy settings, and make sure you have untagged any inappropriate photos or comments. As a rule of thumb, don't make any negative comments on anything on the Internet, because those could come back to haunt you.

LinkedIn - common pitfalls

A few fatal flaws we have seen in investment banking candidates LinkedIn profiles:

- Being part of the group "Occupy Wall Street"
- Mentioning "passionate about strategy consulting" in the profile summary. Not helpful if you want to convince the interviewer that investment banking is what you want to do.
- Status update: "Looking for a co-founder for a high tech startup!" Investment bankers want to hire people who will be focused on the job, not people who will quit in six months to launch their own business.

- Experiences, skills, or grades that differ from those listed in your CV.

Forums

Be especially careful of what you post in forums, as comments can sometime be tracked back to you. In particular, don't ever bad-mouth any employer.

Good habits to adopt before investment banking interviews

- Set up a Google alert on your name, so that you get notified if your name hits the web.
- Make your LinkedIn profile (or any other online profile) as professional as a CV sent to an employer. Highlight your skills, interests, experiences, achievements, club memberships, etc.
- Try to get your name on the website if you are part of a student club, sport association, or charity, to improve your positive online footprint.

Other good habits once you have got your job in investment banking

- Update your LinkedIn profile regularly.
- Connect with other people as much as you can, but make your connections invisible to others. You don't want your employer or colleagues to know that you just met a headhunter.
- Try to get your name on the web while working on deals, if you are part of professional organisations, or when you are going to industry events. This will help increase your online professional profile and makes you easier to find for potential employers or headhunters.

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