
WEEK FOUR

Welcome to the fourth week of the Mentor Her programme. Last week, we looked at your Mentee's Position in her freelancing career and what she needs to do next in order to get ahead. The last point on this manual was about making a connection with a decision maker. This week, in a post-Covid world, we're looking at ways that your Mentee can present and position herself online through LinkedIn and Twitter in order to attract the attention of these higher-ups. If your Mentee does not feel she wants to connect with a decision maker online, we have also included ways she might amass a healthy following on social media platforms in order to get her freelancing carer to the next step.

WEEK FOUR MANUAL INCLUDES:

- Ways to improve her LinkedIn profile by updating her photo, adding her personal pitch in the Summary section, cleaning up her work experience, seeking out skill endorsements and recommendations and encouraging her to connect. We also look at ways to post on LinkedIn and the best practices when posting content and engaging with other peoples' posts.
- Ways to improve her Twitter by revisiting her profile and updating her photo, header and handle. Considering what to post on the micro-blogging app that will highlight her best traits and show off her best qualities
- How to grow a following on Instagram by posting regularly and engaging with followers/customers.
- How to grow a following on Facebook by taking advantage of their business features and understanding her target demographic.

QUESTIONS YOU CAN ASK HER:

The most important thing you can do for your Mentee this week is to look at her profiles on LinkedIn, Twitter, Instagram or Facebook objectively from someone in your position. What do you feel she could improve upon? What would make her a more attractive candidate from looking at her online persona? You could also ask her questions like:

- What can we improve on your LinkedIn page?
- How can we improve your Twitter profile? What sort of content would be appropriate to post and retweet on this platform?
- Have you identified a decision maker in your industry that might hold the next opportunity for you, moving forward? If so, how can you connect with them and approach them in the coming weeks/months?