EMPOWERING WOMEN
FOR DIGITAL & REMOTE HR CAREERS

MODULE 7 · EMPLOYABILITY AND PORTFOLIO · LESSON 7.2

Professional digital identity and networks

What someone finds when they look you up, and how to build a network from a standing start without pretending to be someone else.



1.5 training hours · Getting hired · RemoteHeR

WHAT THIS LESSON COVERS

Five things, in order

- Building a profile recruiters can find, and will believe
- Making competence visible through work rather than adjectives
- Networking from a standing start — who to approach, how, and what to say
- Communities of practice and mentoring: finding them, and contributing to them
- Planning your development and stacking micro-credentials



Recruiters search professional platforms before they read applications.

So your profile is not a supplement to your CV. For many opportunities it is the first document a person sees, and sometimes the only one.

It is also the only one that works while you are asleep: a profile can be found by someone searching, a CV in an inbox cannot.

FIRST

Look yourself up

1. **Search your own name, logged out**

   Use a private window. What a recruiter sees is not what you see when signed in as yourself.

2. **Check the first page, not just the first result**

   That is what gets looked at. Anything embarrassing on it is worth dealing with before you apply, not after.

3. **Separate personal from professional**

   You do not owe an employer your private life. Tighten the privacy settings on anything personal rather than deleting it.

4. **Fill the empty space deliberately**

   If nothing comes back at all, that is also a result — and a professional profile is the fastest way to occupy it.

FINDABLE AND CREDIBLE

Two separate problems

A profile has to do two different jobs, and most people only solve one.

- Findable — the right words, so search returns you.
- Credible — the right evidence, so the reader believes it.
- Findable but empty wastes the search.



FINDABLE

The four fields search actually reads

Your headline

The most heavily weighted line you own. "HR Officer — remote and hybrid | recruitment, onboarding, HR data" beats "Aspiring HR professional" every time.

Job titles you can be found under

Use the titles employers advertise: HR Officer, HR Administrator, People Coordinator. Not internal titles nobody searches for.

Named skills, not categories

Recruitment, GDPR, HRIS, onboarding, employee relations, Excel. A recruiter searches for skill words, one at a time.

Location and openness to remote

State the countries you can work in and whether you are open to remote. Filters use this field and a blank one filters you out.

CREDIBLE

Adjectives and evidence

⚠ Adjectives

- "Passionate about people"
- "Detail-oriented team player"
- "Excellent communication skills"
- "Highly motivated self-starter"
- "Proactive and adaptable"

Evidence

- "Designed a 30-60-90 day onboarding plan for a remote hire"
- "Built a screening matrix documenting the reason for every decision"
- "Wrote the agenda and follow-up for a consultation across three time zones"
- "Wrote a remote work policy with a GDPR compliance note"
- "Built an HR dashboard and explained its limits, not just its figures"

THE PROFILE PHOTO

Four things that matter, and one that does not

Your face, clearly lit

A phone by a window does this perfectly well. Professional photography is not required and rarely looks better.

You, alone, recognisably

Not a group photo cropped down, not sunglasses, not from six years ago. The point is that you are recognisable at the interview.

A plain background

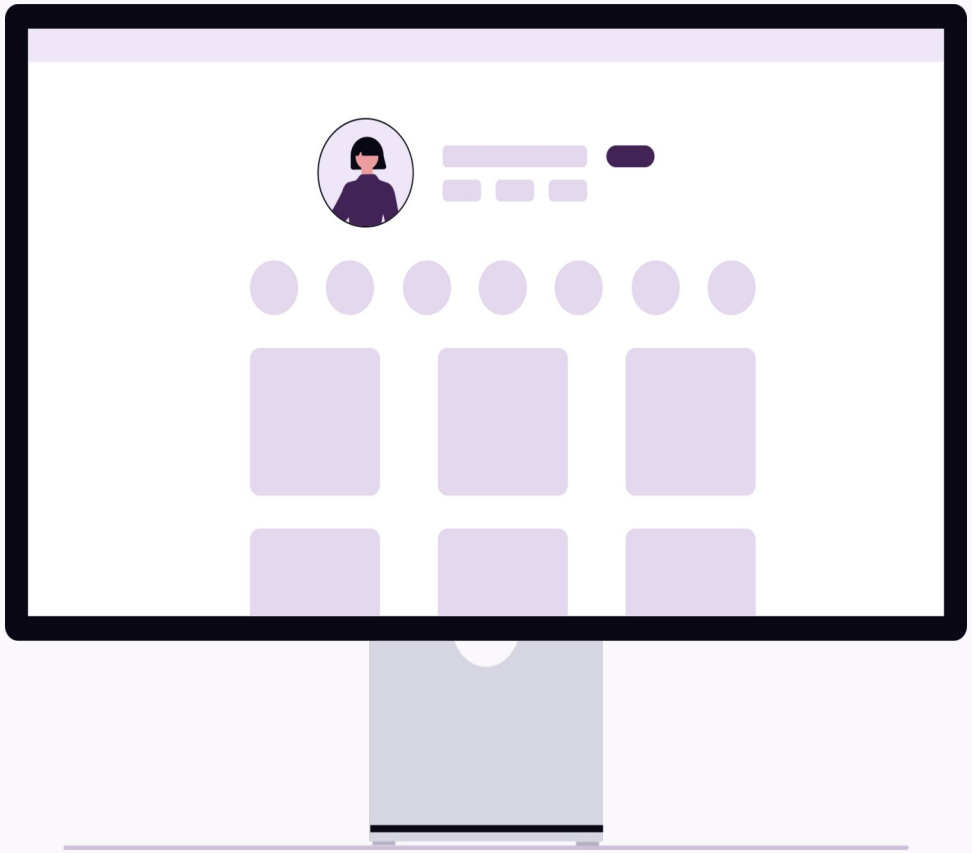
Anything busy competes with your face at the size the photo is actually displayed, which is very small.

What does not matter

A suit. Formal clothing signals nothing about competence in remote HR, and an uncomfortable photograph reads as an uncomfortable person.

Show the work, not the adjective.

A profile that features one real piece of work outperforms one with five paragraphs about qualities. You have six pieces to choose from.



WHAT TO PUBLISH

Sharing work without breaching confidence

Programme work is yours to show

These artefacts use fictitious organisations and supplied data. Nothing in them is confidential, which is why they are safe to show.

Real employer work is not

Never publish a real policy, a real dataset, or anything with a real person in it.

Describe method, not content

"I built a screening matrix documenting every decision" carries the competence without carrying the data.

When in doubt, ask

One message to a former employer costs nothing. Publishing something you should not have is not recoverable.



Networking is not small talk. It is a small number of specific messages.

You are not trying to meet everyone. You are trying to have ten useful conversations with people who have a reason to reply to you.

FROM A STANDING START

Building a network in four moves

1. **Start with people you already have a link to**

   Everyone on this programme. Your tutor. Former colleagues from any sector. A shared context is what makes a message answerable.

2. **Follow before you message**

   Follow twenty people doing the job you want. Read what they post for two weeks. You will learn the vocabulary and find the openings.

3. **Comment usefully before you connect**

   Two or three substantive comments make your name familiar. A connection request from a familiar name is accepted; from a stranger it is often not.

4. **Then ask one specific question**

   Not "can I pick your brain". "You mentioned onboarding across time zones — how do you handle the first day when nobody is online?"

IN PRACTICE

The message that gets a reply

You want to speak to an HR manager at a company advertising remote roles. You have no connection to her, and you have never worked in HR outside this programme.

What good looks like

- Be specific about why her: reference something she wrote or something the company does. Generic messages are visibly generic.
- Say who you are in one line, including the programme and what you have produced.
- Ask one answerable question. Something she can reply to in three sentences without preparing.
- Say what you are not asking for. "I am not asking about vacancies" removes the awkwardness that stops most people replying.

COMMUNITIES

Where remote HR people actually are

National HR associations

Every partner country has one, most have a reduced membership rate for people entering or returning to the profession, and they run events online.

Online communities of practice

Remote-work and people-operations groups. Read for a month before posting; the etiquette differs and it is obvious when someone has not.

This cohort, after it ends

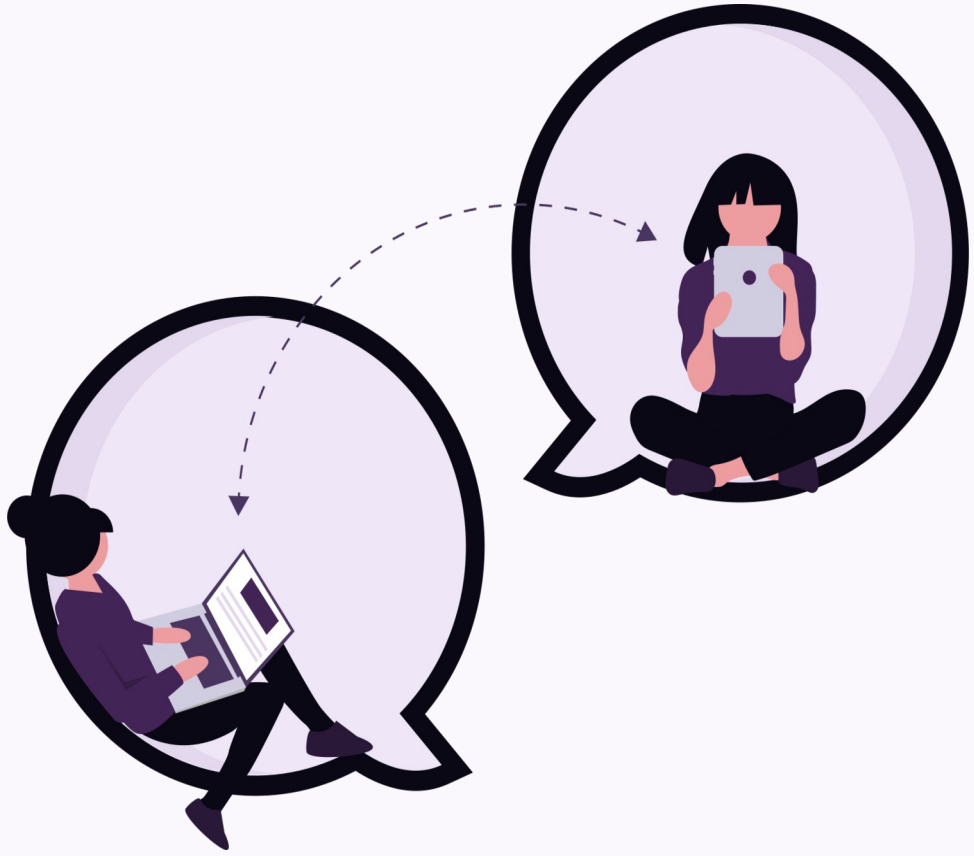
The most underused network any programme produces. Four countries, shared context, and everyone at roughly the same point.

Alumni and course groups

From any study you have done. A shared institution is a reason to reply, and it costs nothing to use.

Contribute before you need something.

Answer a question you know the answer to. Share what you learned building your dashboard. People help people they have seen being useful.



MENTORING

Finding a mentor without asking for one

The direct ask usually fails

It asks for an open-ended commitment from someone who does not know you. Most people say no, or say yes and then disappear.

Ask for one conversation instead

Thirty minutes, one clear topic, at a time that suits them. Mentoring relationships almost always start as a single useful conversation.

Then go back with what you did

"I took your advice about the screening matrix — here is what happened." That message is what turns one conversation into a second.

Several people, not one guru

A person who knows recruitment, a person who knows the local labour market, a person a year ahead of you. Nobody has all three.

DEVELOPMENT

Stacking what you have

1. **Seven badges, then the programme credential**

   Each module badge is a micro-credential in its own right. Add them as you earn them rather than waiting for the full set.

2. **Put them where they are read**

   The certifications section of your profile, and a line in your CV. A badge nobody can see is a badge you did not earn.

3. **Name the next one before you finish this**

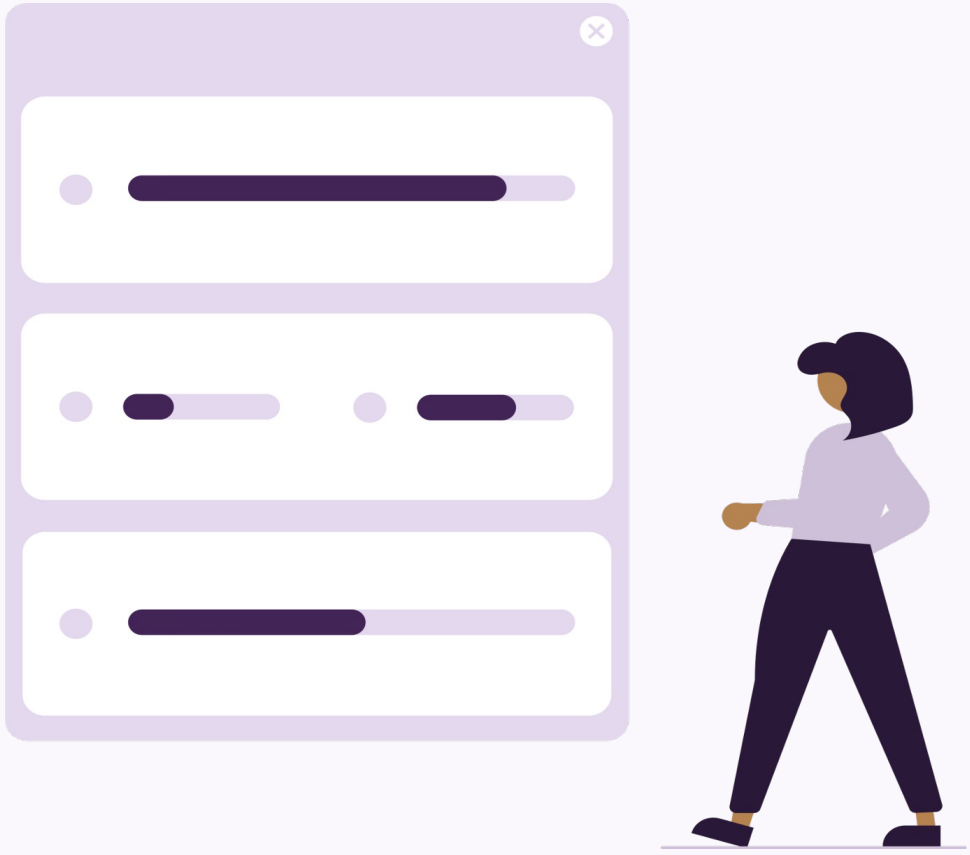
   Data protection, HR analytics, a language, a national HR qualification. Momentum is easier to keep than to restart.

4. **Keep a running record**

   What you did, when, and what it evidenced. In two years you will not remember, and you will need it for an application.

Thirty minutes a week is enough.

One useful comment, one message, one small addition to your profile. Done weekly for three months, that is a network. Done in a panic during a job search, it is not.



Tools you will see used

LinkedIn

Where most European HR recruiting happens. A free account does everything in this lesson.

Europass profile

The EU standard, recognised across all four partner countries.

National HR associations

APG in Portugal, AEDIPE in Spain, DGFP in Germany, PARE in Estonia.

Free tiers are enough for everything in this lesson.

NOW IT IS YOUR TURN

Draft the profile

Write your headline, summary and three evidence lines

Draft it on paper first, away from the live platform. Headline, four-line summary, and three evidence lines drawn from your artefacts. Then check it against the findable and credible tests.

It feeds into

Your profile, which is not assessed. Your evidence lines become the 'what each piece evidences' lines of your covering statement.

No mark

Your tutor reads it and replies in writing. Activities carry no mark: only the module test and the artefact have a result.

RECAP

Before you move on

- Your profile is often read before your CV, and sometimes instead of it.
- Findable and credible are two different problems. Solve both.
- Show the work, not the adjective. Programme artefacts are yours to publish; employer work is not.
- Networking is ten specific messages, not two hundred connections.
- Ask for one conversation rather than a mentor, then go back with what you did.

Next: take the knowledge check. It is never graded, you have unlimited attempts, and every option comes with feedback.

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Lesson 7.2 complete

Do the profile activity and the knowledge check. Lesson 7.3 is the virtual interview.

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