

TRANSFORM YOUR MINDSET



CAREER BOOT CAMP

TRANSFORM YOUR CAREER

***SESSION 3 : CRAFTING YOUR DIGITAL PERSONA.
A HANDS-ON LINKEDIN WORKSHOP***

**20
25**

INSTRUCTIONS

- All attendee microphones and cameras are deactivated. The chat is disabled for attendees, but we will use it to send resources.
- Please use the Q&A button to ask your questions. Vote for a question you like by pressing the Thumbs Up button.
- This session will be given in English only. The French session is given simultaneously. To join the French session instead, exit this page, go to Sessions, and click the French equivalent.
- All the sessions are being recorded and will be available on the FYN-RJFF YouTube channel in the 24 hours following the session.



Natale Dankotuwage

She / Elle

Natale Dankotuwage started her career with the Federal Government of Canada at ESDC's Innovation Lab in 2016 to work on a youth minister mandated youth services initiative, where she worked closely in collaboration with PCO, Global Affairs and began collaborating with the Federal Youth Network. Natale went on to work at ESDC's Strategy, Policy and Research branch and soon after the Public Affairs and Stakeholders branch. Natale would then be sent on assignment to Policy Horizon's a federal foresight lab as a Communications Officer to launch the Canada Beyond 150 initiative which trained 90+ policy analysts in human design and innovative policy development methodologies.

In 2018 Natale joined ISED to help launch a Digital Innovation Lab and would work virtually part-time from Bayview Yards, an innovation centre, to enhance collaboration between ISED and Invest Ottawa an incubator for start ups and small businesses. In 2021 Natale would take on an assignment in Parliamentary Affairs at ISED broadening her understanding of the interactions between the bureaucracy and the House of Commons. She returned to ISED's Digital Transformation and Services Sector in 2022 to support leading a user research initiative for the Canadian Digital Adoption Program a granting program to provide Canadian small businesses with digital advisory services and digital capability improvements. In 2023 Natale officially completed ISED's Economic Development Program achieving an advancement upon ADM level committee review.

Natale was born and raised in Toronto. She has an undergraduate degree in Humanities (Political Science and History) from University of Toronto and a Master of Design in Strategic Foresight and Innovation from OCAD U.



- Create or refine a LinkedIn profile that highlights key achievements and skills, making it tailored to public service roles.
- Strategize how to use LinkedIn for long-term professional networking and career development.
- Gain insights from a variety of panelists who have used LinkedIn to enhance and build their professional brands.

LEARNING OBJECTIVES



Caleigh Miller

She / Elle



Caleigh Miller (she/her) is a Métis woman from Saskatchewan who now calls Whitehorse home.

Starting her government adventure as an FSWEF student, Caleigh has spent most of her 20 year career working in HR. Caleigh is currently working at TBS-OCHRO where she brings an Equity, Diversity and Inclusion lens, and Northern/Isolated Post perspectives into daily work and strategic advice.

Outside of work, Caleigh is an avid traveler, recently visiting country 47.



Stephanie Percival

She / Elle



Steph Percival is a mom, poet, sheepadoodle walker, and public servant. She is also a reluctant LinkedIn user on a mission to see if she can recapture a sense of community and purpose on the platform.

Steph has spent 16 years working in the public service in fields that include policy, communications, engagement, and human-centred design.



Brenda Dogbey

She / Elle



Dr. Brenda Dogbey is a results-driven, human-centered leader and bridge builder. She is currently Chief Diversity Officer supporting the Clerk of the Privy Council in driving a culture of inclusion within the Privy Council Office since 2023. Her career of over 20 years spans academia, independent consulting and most recently the Federal Public Service where she has held roles in various departments including the Public Health Agency of Canada (PHAC), Health Canada, Natural Resources Canada (NRCan) and Privy Council Office (PCO). Brenda has a PhD in Population Health from the University of Ottawa as well as an MSc in Public Health from Simon Fraser University and a BA from The University of British Columbia. She is married to her best friend, and they are raising 3 school-aged bundles of joy. She is also involved with the 1834 Foundation where she mentors professionals and is actively involved in her church community.



Why Does Your Digital Persona Matter?



Your digital persona is the online version of yourself, shaped by your presence on platforms like LinkedIn, blogs, and social media.

Visibility and reach: Your online presence helps you expand your network and access new opportunities.

Credibility and expertise: Sharing your skills and knowledge establishes you as a trusted professional in your field.

Personal brand consistency: A cohesive online image ensures your values and career goals are clear and consistent.



Why Is LinkedIn Useful in the GC?

Networking & connections:

Build partnerships across sectors.

Showcasing skills:

Highlight certifications, projects, and achievements.

Access to trends & jobs:

Stay informed of industry updates and job opportunities.

Safe professional space:

Preferred social media platform for GC employees.



Considerations for Using LinkedIn

✗ Don't breach the Values & Ethics Code

Avoid posting anything that could compromise neutrality or disclose confidential information.

✗ Don't blur personal and professional lines

Keep a clear boundary between your work identity and personal opinions to maintain professionalism.

✗ Don't overshare sensitive details

Avoid posting specifics about roles like auditor, immigration officer, or anything that could expose you to risks.

✗ Don't ignore privacy settings

Regularly review and update your privacy settings to protect your personal data from malicious actions.

Best Practices for Using LinkedIn

- ✓ Use a professional headshot and a compelling headline.
- ✓ Engage by liking, commenting, and sharing valuable content.
- ✓ Build strategic connections (e.g., colleagues, alumni from your post-secondary institution, thought leaders).
- ✓ Post insights or achievements that showcase your professional brand.

How Do I Start?

- ❑ Create a profile using best practices.
- ❑ Define your focus: job search, networking, or personal branding.
- ❑ Dedicate time to LinkedIn (e.g., Monday/Thursday before work).
- ❑ Consider tools like HootSuite or Buffer for scheduling posts.

Question & Answer Period



THANK YOU



Tough Talks for Career Growth: Mastering Difficult Conversations

**20
25**

2:30 PM - 3:30 PM EST

UPCOMING SESSIONS

