



Social Media Networks & Managing digital risks in a professional environment



Emerald
Group

**Sarah Schadek-Keane, Managing
Director Europe, The Emerald Group**

Why This Matters

- Employers screen candidates via social media
 - Hiring decisions influenced by online presence
 - Executive visibility increasingly digital
 - Digital presence impacts long-term career optionality

Digital Footprint = Stream of public data



- Persistent and searchable
 - Screenshot-capable and permanent
 - Algorithmically amplified
 - Diminishing control after publication

Digital Risk Analysis

- Reputational Risk
 - Regulatory Risk
 - Employer Policy Risk
 - Network Contagion Risk
 - Opportunity Risk
(Underexposure)

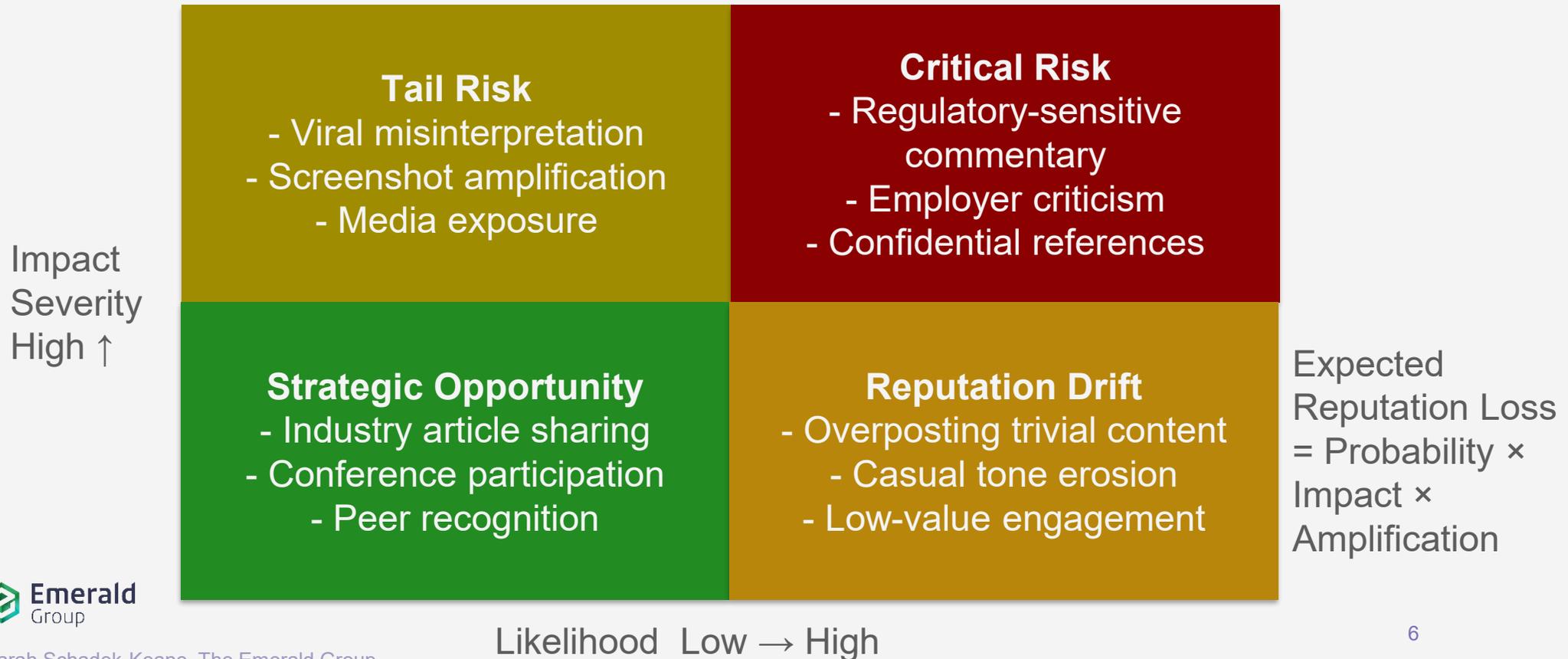


Upside: Visibility as a Compounding Asset

- Recruiter inbound probability increases
- Board and advisory visibility expands
- Network effects compound over time
- Strategic visibility \times time = career optionality



Social Media Risk Matrix (professional context)



Risk Matrix – Step 1: Tail Risk

Tail Risk

- Viral misinterpretation
- Screenshot amplification
- Media exposure

Risk Matrix – Step 2: Add Critical Risk

Tail Risk

- Viral misinterpretation
- Screenshot amplification
- Media exposure

Critical Risk

- Regulatory-sensitive commentary
- Employer criticism
- Confidential references

Risk Matrix – Step 3: Add Reputation Drift

Tail Risk <ul style="list-style-type: none">- Viral misinterpretation- Screenshot amplification- Media exposure	Critical Risk <ul style="list-style-type: none">- Regulatory-sensitive commentary- Employer criticism- Confidential references
	Reputation Drift <ul style="list-style-type: none">- Overposting trivial content- Casual tone erosion- Low-value engagement

Risk Matrix – Step 4: Full Strategic View

<p>Tail Risk</p> <ul style="list-style-type: none">- Viral misinterpretation- Screenshot amplification- Media exposure	<p>Critical Risk</p> <ul style="list-style-type: none">- Regulatory-sensitive commentary- Employer criticism- Confidential references
<p>Strategic Opportunity</p> <ul style="list-style-type: none">- Industry article sharing- Conference participation- Peer recognition	<p>Reputation Drift</p> <ul style="list-style-type: none">- Overposting trivial content- Casual tone erosion- Low-value engagement

Four-Step Digital Audit Framework



- 1. Search yourself
- 2. Optimize profile (headline + quantified impact)
- 3. Align content with expertise
- 4. Apply pre-post regulatory filter

Governance & Control

- Annual privacy review
- Employer policy alignment
- Separate personal/professional accounts
- Avoid real-time emotional posting



Conclusion: Treat Digital Identity as a Managed Asset



- Digital identity is persistent and public
- Downside exposure + upside opportunity
- Apply structured risk controls
- Intentional participation > unmanaged exposure

Name

Alexander Schmidt

Headline

Actuary in the Insurance Industry / Excel / R / Python
/ Data / Risk / Finance / Open to opportunities

About

I am an actuary working in the insurance industry. I studied actuarial science and enjoy working with data. I have experience with Excel, R and Python. I am hard working, motivated, and a team player looking for opportunities to grow and develop my career.

Experience

Actuary

Large Insurance Company
2020 – Present

Responsibilities

- Pricing
- Data analysis
- Reporting
- Modeling
- Working with other departments

Skills

- Excel
- Powerpoint
- Word
- Data
- Insurance
- Risk
- Programming
- Teamwork

Name

Alexander Schmidt, DAV, CADS, IA

Headline

Life Insurance Actuary / Pricing & Risk Modeling / Predictive Analysis / Helping insurers improve profitability through data-driven pricing.

About

Qualified DAV or IA Actuary with 6 years of experience in life insurance pricing and risk modeling. My focus is helping my employer to make better pricing and risk decisions through predictive modelling and automation

Key Achievements

- Built mortality prediction models improving pricing accuracy by 12%
- Automated reserving processes reducing reporting time by 40%

Technical toolkit

Python / R / SQL / Prophet / VBA / Power BI

Experience**Senior Life Actuary – Pricing & Analytics**

Large Insurance Company
2020 – Present

Key Achievements

- Built predictive mortality models improving pricing accuracy by 12%
- Presented actuarial risk analysis to senior leadership and product teams
- Created automated dashboards for actuarial reporting used by 5 departments

Skills**Top Skills**

- Actuarial Pricing
- Stochastic Modeling
- Python for Actuarial Analytics
- Data visualization (Power BI)

5 common mistakes actuaries make on LinkedIn

- Generic Headlines
- Listing Responsibilities instead of Achievements
- Writing a boring “About” Section
- Having Too Many Generic Skills
- Never Posting or Sharing Insights



What I look for in a LinkedIn profile



→ **Clear Specialization**

Life, P&C, Pricing, Capital Modelling, Risk, Data Science / Data Analytics

→ **Quantified Achievements**

Evidence of impact such as pricing improvements, efficiency gains, portfolio insights and developments etc.

→ **Technical Toolkit**

Programming and analytics tools (Python, R, Prophet, SQL, VBA, Power BI etc.)

→ **Professional Credibility**

Actuarial credentials, exam progress and relevant certifications

→ **Communication & Business Impact**

Examples of present insights, influencing decisions or collaborating with business teams



YAI Event March 2026
