

# Social Media

Social media can be a very valuable tool when job hunting, but it can also hurt you. Using social media websites, such as Facebook, LinkedIn or Twitter, might seem like a great idea in terms of networking and job hunting. Just remember: whatever you can see, employers can too!

## Tips for Using Social Media

- Build Your Own Brand Early
  - Create a profile on a social media website.
  - Construct your network of contacts.
- Set Your Privacy Settings!!
  - Don't let pictures of that wild night on spring break show up in the hands of the employer looking over your resume.
  - Google yourself and see what others can find out about you.
  - Make your work experiences the main part of your profile.
  - Feel free to add hobbies, dreams or opinions—just make sure you would be comfortable talking about them in an interview.
- It's all about relationships
  - Be professional.
  - You don't necessarily have to accept everyone's friend request, but keep in mind he/she might have a future opening in their company that you would be perfect for.

## What Employers Are Saying

Content that gives one candidate an edge over another:

- It's professional and has skills or work samples.
- Memberships of clubs or organizations.
- Academic accomplishments.
- Good character (what's being posted, appearance).
- Who they are connected to.

Inappropriate content that is being looked for:

- Inappropriate photos or illegal activities.
- Drinking or partying.
- Foul language.
- Postings and the amount of activity—don't play on it all day!
- Racial, threatening or judgmental statements.
- Poor grammar.
- Personal information—bad habits or too much of it.
- Inappropriate friends or groups.
- Politics and religion.
- Immaturity or bad manners.
- Performance issues.

## Tips from Employers and Recruiters

- Be careful what you post.
- Clean up your page once you start job hunting—what would embarrass you on your site if your grandparents saw it?
- Career fan pages are a great place to introduce yourself and ask questions about opportunities.
- Set your privacy settings and don't allow your friends to post anything about you (picture, wall post, status update, etc) without you knowing.
- Use LinkedIn as a professional profile.
- Use your best judgment.

*Reminder: Before you put anything on your profile, ask yourself, "Would I want to be asked about this in an interview?" If the answer is no, keep it off your page!*

## CAREER DEVELOPMENT CENTER

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