

TIPS FOR USING SOCIAL MEDIA

SIUE CAREER DEVELOPMENT CENTER

BUILDING YOUR BRAND

- Build your brand EARLY!
- What do you want to be known for?
 - Tell people what to expect from you.
 - Show uniqueness
- Create profiles on professional social media sites (Ex. LinkedIn)

CLEAN YOUR PROFILES

- Delete party photos & inappropriate cover/profile photos
 - Delete unfit posts, status updates, etc.
 - Update friends list
- Update profile information to reflect your most professional self!*

TIPS FOR USING SOCIAL MEDIA

- Google yourself - see what others could find about you
- Follow people and institutions you are interested in
- Share posts by leaders or other professionals
- Participate in chat opportunities
- Connect with professional, peers, faculty, leaders, & alumni
- Communicate with recruiters about interests and applications

SHOW YOUR SKILLS

- Edit profiles to include current and past employment & education
- Post relevant accomplishments, trainings, news, etc.
- Add information about hobbies, interests, & skills
- Include work examples; videos, PDFs, presentations, etc.
- Explain leadership roles & academic accomplishments

BEST PRACTICES

- Be careful what you post
- Clean up pages once you start job searching
- Set your privacy settings
- Don't allow friends to tag or post anything about you (pictures, posts, status updates, etc.) without you knowing
- Use your best judgement

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.

Remember- Regardless of privacy settings, anything you post online can be seen by employers.