

LEAVING A PROFESSIONAL SOCIAL MEDIA FOOTPRINT

Know Your Digital Identity

- Conduct a basic search of your name and its variations to find out what employers can see when they look for you online.
- Try searches with your name plus your school, hometown, or previous employer.

Monitor Your Interactions With Other Users

- Learn privacy settings and set them accordingly. Though you want to be visible online to a potential employer, you can restrict how visible you are.
- Un-tag yourself from inappropriate posts and don't be afraid to ask friends to keep comments, tags, and posts about you appropriate.

Practice Content Consciousness

- Refrain from posting inappropriate content such as posts showing alcohol or too much skin or posts that use offensive language.
- Remove any previous posts that you wouldn't want employers or recruiters to see.

Stay Up to Date

- Be active on the platforms you've committed to by making a point of posting or sharing regularly to keep them current and relevant.
*Never share something without reading it carefully first!
- Include some work related posts. If you attended training, finished a big project or participated in a company sponsored event, mention it on social media.

Watch Your Language

- Take time to read through text before posting, this can help you catch spelling and grammatical errors to build credibility.
- Avoid texting language, spell everything out.

Spread Positivity

- Whether it is about customers, your boss, or about your job itself, negative posts or comments about work are inappropriate and can harm your professional reputation or result in losing your job.
- Avoid posting comments meant to offend another person or group, even if they're meant as a joke.

Show Your Creativity

- Employers look for a professional image, but they also want see what you are passionate about and your level of comfort and engagement on social media channels.



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