



SOCIAL MEDIA

LinkedIn, Twitter, and Facebook have redefined how people interact and network. Your online profiles, tweets, and posts are now part of your personal brand. You can effectively use these social media outlets as part of your career networking strategy by maintaining a consistent image throughout all of your online platforms.

SOCIAL MEDIA RECRUITING FACTS:

Careerbuilder Study quotes Number of Employers Using Social Media to Screen Candidates is at an All-Time High

- 47% are less likely to interview a candidate they cannot find online.
- 57% have decided not to hire a candidate based on their social media profiles.
- Half of employers check current employees' social media profiles, over a third have reprimanded or fired an employee for inappropriate content.
- 70% of employers use social media to screen candidates.

Source: Business News Daily, October 2018

PROTECT YOUR REPUTATION ONLINE

Do not let social networking jeopardize your career opportunities. Protect your reputation by following these simple tips:

Be discreet. Do not post anything that you would not want a prospective employer to see. Derogatory comments, revealing or risqué photos, foul language, and lewd jokes all will be viewed as a reflection of your character. Carefully select your privacy settings. Since you cannot control what others post, you may want to block or hide comments from friends who do not practice the same level of discretion.

Be prepared. Check your profile regularly to see what comments have been posted. Remember that other people can tag you, so if a post is not appropriate, un-tag yourself. Use a search engine to look for online records of yourself to see what is out there about you. If you find information you feel could be detrimental to your candidacy or career, remove it – and make sure you have an answer ready to counter or explain “digital dirt.”

LinkedIn

- Create an error-free, articulate profile with key words for search engine optimization.
- Use the summary box in your profile to promote your elevator pitch targeted toward recruiters.
- A good time to update your LinkedIn profile is when you update your resume with work experience, volunteer activities, etc.
- Ensure your content is consistent, reliable, and reflects integrity.
- Post links in your profile that position you as knowledgeable in your field of interest.
- Connect with faculty and professionals you have met.

Facebook/Instagram

- Take a close look at your profile and decide what you want business contacts or potential recruiters to see or not see, and set privacy settings accordingly.
- Limit the photos you post and create content relevant to your search.
- Search for accounts of your target companies and “Like/Follow” them. Interact on the page’s wall.
- Follow the UCS Facebook page and Instagram accounts.

Twitter

- Use a professional avatar and put your elevator pitch in your bio.
- Customize your background to give more detail about your qualifications.
- Include a link to your online resume and make sure it is updated.
- Follow industry experts in your field of interest and get targeted job tweets sent to your Twitter feed or mobile phone.
- Use your status updates to tweet about industry topics, tips, and advice so you are viewed as someone “in the know.”
- Follow the UCS Twitter feed.

Snapchat

- Follow the Snapchat accounts of companies in which you are interested.