Using Social Media to Get Employed: Do’s for Students and Professionals

- Keep your content positive. Employers are watching!
- Before an interview, research and follow the employer on Twitter, Facebook and LinkedIn.
- Google yourself. What’s out there with your name?
- Get on LinkedIn and keep it updated. Add a professional picture.
- Post major-specific content. e.g. current topics & trends
- Highlight your involvement in professional organizations, clubs and companies.
- Showcase blogs you manage(d) or created.
- Help! For a quick fix, deactivate your account during the period that you are interviewing (i.e. 30 days).

Using Social Media to Get Employed: Don’ts for Students and Professionals

- Don’t post negative status updates. It is hard to always be happy, but negativity may deter a recruiter.
- Don’t post inappropriate comments or pictures. These may show up when employers Google you.
- Don’t bad mouth current or past employers.
- Don’t post written content or photos about co-workers or customers. Confidentiality policies!
- Don’t post on controversial political topics.
- Keep personal photos private. What seems innocent to you may be questionable or offensive to a recruiter.