

# TIPS FOR USING SOCIAL MEDIA

JOHN A. LOGAN COLLEGE CAREER SERVICES

## BUILDING YOUR BRAND

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

## CLEAN YOUR PROFILES

- Delete party photos & inappropriate cover/profile photos
- Delete until 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, and alumni
- Communicate with recruiters about interests and applications

## SHOW YOUR SKILLS

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

## BEST PRACTICES

- Be careful what you post
- Clean up pages once you start job searching
- Set your privacy settings
- Do not 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.

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