

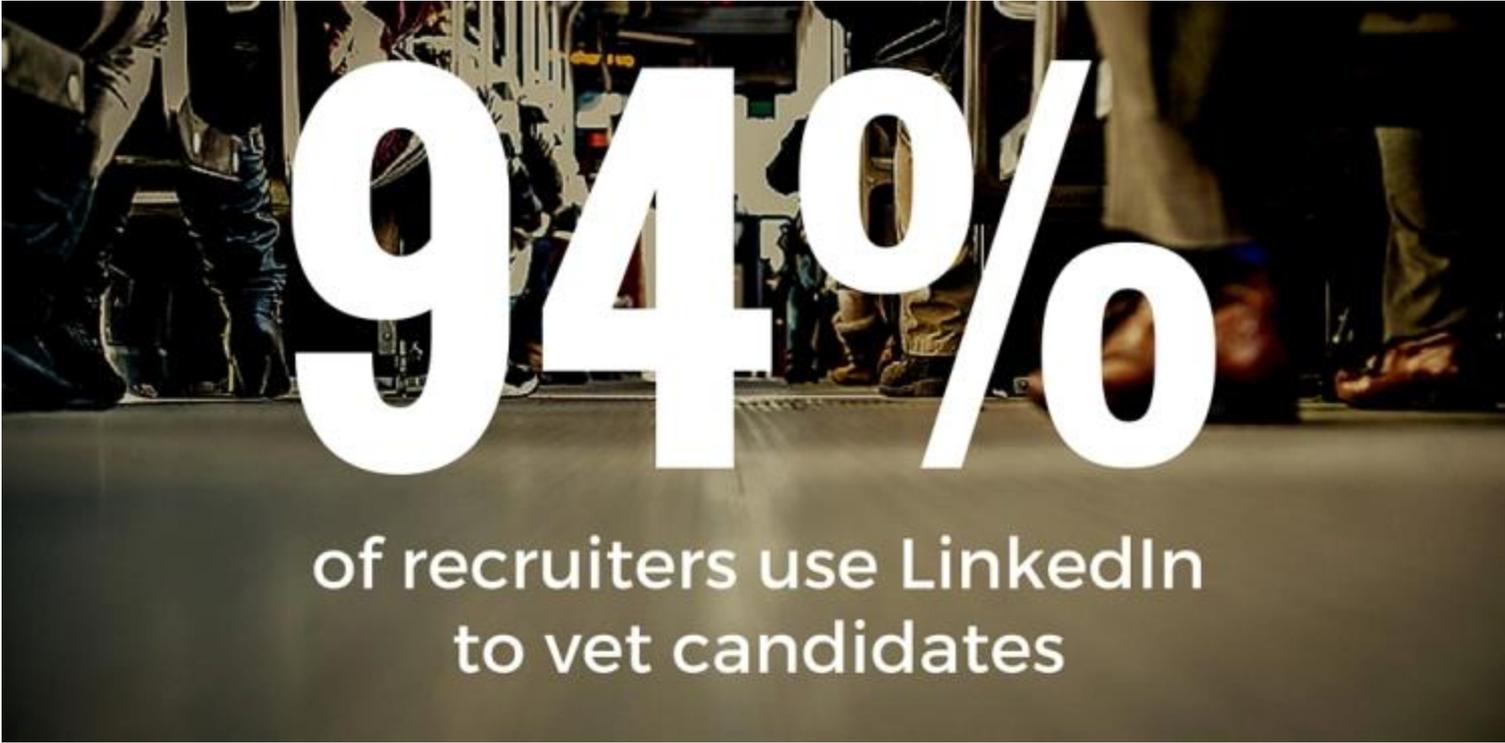


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Professionalism on Social Media



Consider Using LinkedIn



94%

of recruiters use LinkedIn
to vet candidates

Professionalism on Social Media Do's

1. Get active on LinkedIn, Facebook & Twitter

Ninety-four percent of recruiters are using LinkedIn to discover talent, while sixty-five percent are using Facebook and fifty-five percent are on Twitter. Involvement on these sites is an easy way to put your face, resume, skills and experiences in front of recruiters.

2. Highlight your unique skills & interests

Employers want to see that you're a well-rounded person, vested in different groups, activities and volunteer efforts. Just like the rest of us, recruiters are typing in keywords when they search, so within your skill sets be sure to include specific words and phrases that match the qualifications of jobs you are seeking.

3. Use correct grammar

More than 50% of recruiters have a negative reaction to grammar and spelling mistakes on candidates' social media profiles.

4. Join industry groups

Show future employers that you care about the field you're hoping to get into. Take part in online groups and discussions that are relevant to your future job prospects. "Four out of five recruiters liked to see memberships and affiliations with professional organizations on a candidate's profile," according to Time magazine.

5. Start a discussion

Whether you're most active on Facebook, Twitter or LinkedIn, display your leadership skills and enhance your online credibility by posing questions and engaging in **intelligent** dialogue.

Be Careful What You Put Online



80%

of employers Google job seekers
before inviting them into an interview

Professionalism on Social Media Don'ts

1. Post inappropriate images

Over 50% of employers who made the decision not to hire someone, pointed the finger at provocative or inappropriate photos or content as the reason for their decision.

2. Post overly opinionated content

Try to remain neutral, especially when it comes to political and religious issues. It's easy to come off as extreme, close-minded or judgmental when posting highly opinionated content. By all means have opinions! Just share them tactfully.

3. Complain about current or past employers

The 1st Amendment to the U.S. Constitution guarantees freedom of speech, and that gives you the right to discuss a host of different issues with friends, colleagues and co-workers online. But when it comes to berating your previous manager or slandering your last employer, ask yourself if it's really worth it.

4. Be offensive

Steer clear of posting, tweeting or commenting on anything that could potentially be offensive or harassing. Staying primarily neutral and keeping your comments, likes and shares appropriate should protect you from having to wonder if what you post might be seen as inappropriate or offensive.

5. Spend too much time on social media

After harnessing your online persona, go out and live it! As you take control of your online presence, don't forget to take the next steps to actually becoming a marketplace professional. Educate yourself; get involved in discussions; bring about change; help out with community projects; join industry groups as you work towards a degree.



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