



# ONLINE PRESENCE WRITING PACKET

Social Media presence gives insight to employers of who you are. It is important to protect your Brand, “A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image.” This packet will explain what employers are looking for, what not to do on your social media, and the best ways to maintain a professional brand.

## Social Media and Employer Statistics

- 93% indicate that they screen candidates’ social media sites during the hiring process
- 92% check **LinkedIn**, 66% check **Facebook**, and 52% check **Twitter**
- 1 in 3 employers who research candidates on social media sites have found content that made them more likely to hire a candidate.
- About 33% of employers who screen candidates via social networks found information that caused them to hire a candidate, including:
  - Candidate’s background information supported job qualifications – 44%
  - Candidate’s site conveyed a professional image – 44%
  - Candidate’s personality came across as a good fit with company culture – 43%
  - Candidate was well-rounded and showed a wide range of interests – 40%
  - Candidate had great communication skills – 36%

Statistics and quotes found on <http://www.brickmarketing.com/define-branding.htm>

<http://www.jobvite.com/resources/infographics/watch-what-you-post-on-social-media/>

<http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?ed=12%2F31%2F2016&id=pr945&sd=4%2F28%2F2016>

What employers are looking at and assessing for when viewing your social media:

**LinkedIn:** This is your online resume. This will give employers a second glance at your education, skills, and experiences, but you do not have to keep to the one page limit (Yippee!). Expand on the best information that will display your experiences in the best light.

**Facebook:** Employers view this format as a way to get to know you better. What information do you share with the public? What pictures are available? This medium will provide a recruiter with a better idea of who you are socially as well as professionally. With that being said, be careful with what you share on the Internet.

**Twitter:** Just like Facebook, employers are trying to get a better idea of who you are. What kind of information do you share? What are you interested in? They also can preview your writing style. It is smart to have a professional Twitter and include it on your LinkedIn and Resume so they can see your professional format. This will allow you to have a little more freedom with your personal profile (but still be wary because they probably can find it).

**Instagram:** Instagram gives employers a direct view into your life because pictures expose you as a person. If you keep your Instagram open to public view, make sure your posts are something you are prepared to be questioned about in an interview. A good rule of thumb is if you would not show it to your grandmother then, better to leave it off. Also, pay attention to what you say in your bio and what others post in the comments.



## WHAT NOT TO DO on your Social Media:

- Post photos involving alcohol and drugs
- Express radical political/religious views
- Engage in heated exchanges
- Post false career information to LinkedIn
- Use of offensive language
- Post violent images
- Talk about how you dislike your job or people you work with
- Post photos of anything illegal
- Use of improper grammar or spelling
- Posts showing a pattern of high drama in your personal life
- Post racist language
- Show signs of being an online bully, stalker, or troll
- Post nude photos
- Post photos with inappropriate clothing attire (example: bikinis)
- Excessive use of social media for personal usage at work
- Display patterns in past history that shows you might be a spammer
- Not include a professional headshot
- Include an animal in your profile picture

Make sure to clean up your social media, check out [repnup.com](http://repnup.com) and other resources to help you. Also, be sure to check privacy settings regularly as they may change.



### ✗ EMPLOYERS NAME TOP SOCIAL MEDIA MISTAKES COMMITTED BY JOB SEEKERS



Source: The Hudson Report: Employment Trends, Australia, Q3 2015



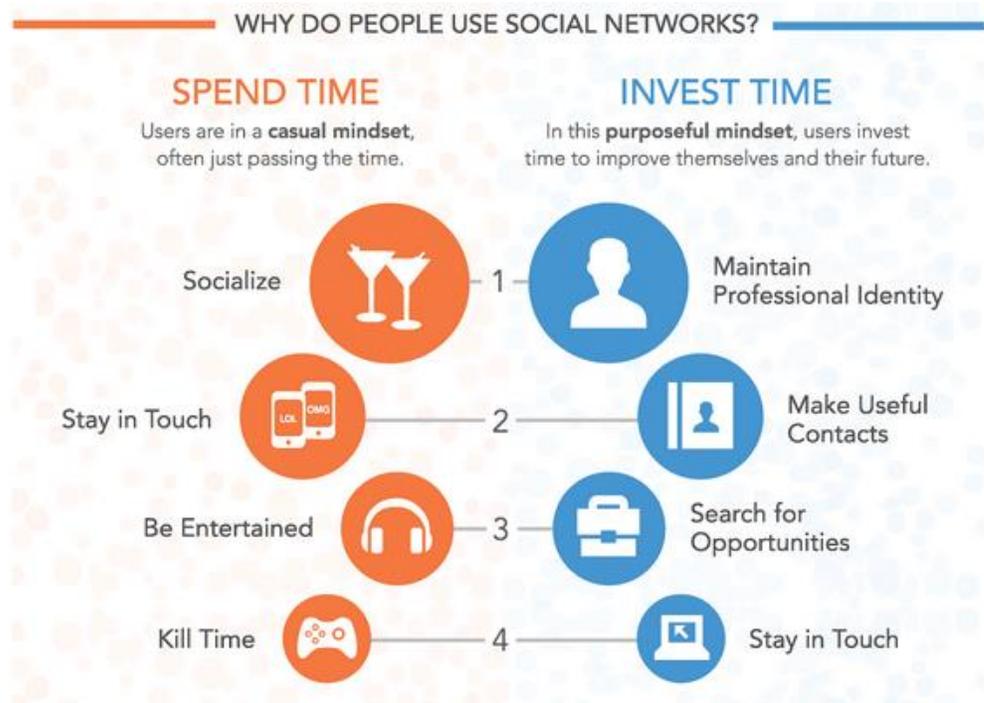
## How to Promote your Online Presence in a Professional Format

Students who promote their social media for employers and recruiters to peruse come off as professional and confident. By creating these professional social media profiles, you present your knowledge and highlight your competence. They are also great ways to network. These platforms can be included in the heading of your resume, email signature, and business card. Below are suggested social media platforms you can use:

**Twitter:** Allows you to follow businesses, employers, professional organizations, news sources and more. You can stay up to date with current information in a given field and express your thoughts in a proper format. This will show your skill and interest in the area. Twitter also provides a networking source to connect with different audiences (employers, coworkers, etc.).

**LinkedIn:** This may be an obvious one, but everyone should create a LinkedIn profile in order to give businesses and recruiters a better picture of you and your experience. LinkedIn does not limit you like a resume can, but allows you more room to include the information valuable to you. This includes a professional headshot so viewers can see what you look like and how you present yourself. Be sure to personalize your linked URL so that it is unique to you and easy to use.

**Personal Website:** A personal website allows you to display your talent. Whether it is a blog or general website, use the space in a way you would like it to reflect you. Employers suggest including your resume and any other documents that displays the work, you have completed (especially if you are in a writing/design based major). This format allows you to be creative, but use it wisely. It is always a good idea to have a professional in your field review your website.



This image is a comparison of personal and professional ways to utilize social media.