

Job Hunting

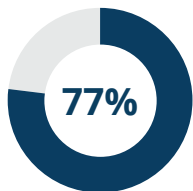
PSST... ARE YOU ON YOUR PHONE?

Then it's a great time to update your social media sites to reflect a more professional you for an upcoming job search.

Before you score some job interviews and polish up your best business suit, make sure you look just as good online as you do on your resume.

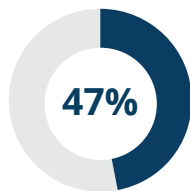


WHY?



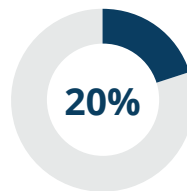
Employers

use social networking to recruit candidates.¹



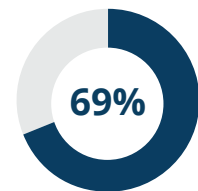
Recruiters

checked social network sites before contacting applicant.²



Employers

use social media to screen candidates.¹



Recruiters

have rejected a candidate based on what was on their social network profile.²

5 Ways to use LinkedIn to Your Advantage

1. Write an aspirational headline that includes your degree program.
2. Clean up and take a professional photo that meets that aspiration.
3. Connect with your school's alumni group (or form one for your class).
4. Ask a pro/recruiter to proofread your page for grammar and content.
5. Include a portfolio of your best work.

5 Ways to Clean Up Your Facebook Page

1. Update your privacy controls so posts are only shared with friends.
2. Delete any posts that you are not comfortable with an employer seeing.
3. Update your profile picture and cover photo for a professional appearance.
4. Ensure your networks include your school and current employer.
5. Turn off search engine optimization in the settings and privacy to make your posts less likely to be found.

5 Ways to Update Your Twitter Profile

1. Include your degree program in your Twitter profile.
2. Update your profile with a nice looking headshot and a profile header that complements it.
3. Have a bio that includes your expertise (degree program) and how you'll tweet about that.
4. Ask a pro/recruiter to proofread your page for grammar and content.
5. Follow potential employers. Block people who conflict with your updated profile.

Sources:

1. Society of Human Resource Management 2. Reppler and Lab42 survey of 300 recruiters