

How to Guide:

Freshen Up Your Online Presence

"75% of HR departments are required to research candidates online before hiring them"

-Microsoft Crosstab and Career Builder Study

The content of your social media accounts and the results of a google name search create a personal brand of your character. It is important to make sure your online presence portrays a version of you that employers want to hire.

Here are a few steps you can take to make your online presence career ready:

Step 1: Clean Up Your Accounts



- ✓ Having a social media presence can help employers know you, so don't delete your accounts, just clean them up.
- ✓ Remove old posts or photos you would not want an employer to see.
- ✓ Remove any items that do not represent you well.
- ✓ Check your privacy settings.
- ✓ Revoke permissions for various games and apps you no longer use.

Step 2: Google Yourself



- ✓ Review what comes up on the first three pages. This is how you will appear to potential employers.
- ✓ If there is negative content, create positive content like a website or blog to "push down" negative content.

Step 3: Perform Regular Maintenance



- ✓ Consider removing language that may be considered offensive.
- ✓ Guard your reputation, be aware of the photos and posts you are tagged in.
- ✓ On social media sites, change your settings so that you have to approve any photos/posts you are tagged in.

Remember:

- Your digital footprint lasts forever.
- Social media moves fast, don't go viral for something negative or become an internet sensation for something you aren't proud of.
- Be prepared to stand behind anything and everything you publish online.

"Over one-third (36%) of organizations have disqualified a job candidate in the past year because of concerning information found on a public social media profile or through an online search"

-Society for Human Resource Management (SHRM)