

SOCIAL MEDIA MANAGEMENT TIPS

General Advice

1. **Be professional:** in email names/messages, on Facebook, and using other social sites
2. **Use discretion:** If you think you shouldn't post something on social media, don't.
3. **Utilize the resources available online:** Use every social media site you can to your benefit.
4. **The internet should assist, not hinder, your job search.**

Social Media Sites

1. **Facebook** - good for networking and maintaining a professional online presence
2. **Twitter** - not too great for networking
3. **Google+** - good for networking and maintaining a professional online presence
4. **Instagram** - not too great for networking
5. **LinkedIn** - great for networking and applying for jobs
6. **Others:** YouTube, Vine, Flickr, etc.

Universal Security Tips

1. Implement any and all security precautions to make sure strangers can't find you or view your personal information, posts, pictures, videos, etc.
2. If you don't want your employer or coworkers to find you on YouTube, Vine, Flickr, or other photo- or video-based social networking sites, use a handle that cannot be tied to you.
3. Don't link to your online personas at social media sites you don't want people to know about.
 - a. Ex. If you don't want anyone seeing your Instagram pictures, don't link to it from Facebook or LinkedIn.

Facebook

1. The most prominent social networking site
2. Easy to maintain a professional appearance and build business relationships
3. Again, if you insist on posting embarrassing photos, videos, or comments, make sure security settings prohibit strangers from accessing your page/details/media.
 - a. Make yourself unsearchable on both Facebook and Google.
 - b. Restrict all of your information to friends only.
 - c. Limit the access of any friends you don't want to see everything (boss, coworkers, etc.).

LinkedIn

1. The leading business-networking site
2. **Be findable** - Use your full name, picture, and create a bio using keywords people might use to search for you.
3. Make as many good **contacts** as you can
 - a. Search for contacts from past employers, college, and your real-life network of friends.
 - b. Link to new people who share similar business goals (or who could help you get a job).
4. Get **endorsements** and **recommendations**.
 - a. From people you've worked with or done work for
 - b. Anyone who knows you professionally can endorse you.