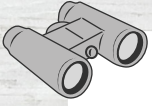


# 5 TIPS FOR SOCIAL MEDIA PRESENCE



## ASSUME EMPLOYERS WILL LOOK

Recruiters often Google you before interviews.

- Be intentional about your public social media content.
- Expect hiring managers to browse your profiles.

## DIGITAL FIRST IMPRESSION

Your online presence shapes opinions.

- Reflect professionalism, maturity, and passion.
- Align with the company's culture.



## CLEAN UP YOUR PROFILES

Remove unprofessional content.

- Delete or hide controversial posts.
- Un-tag yourself from questionable photos.
- Review profiles from an employer's perspective.

## CHECK PRIVACY SETTINGS

Protect your personal content.

- Set profile to friends-only.
- Assume anything online can still be seen.



## AVOID RED FLAGS

Steer clear of risky content.

- No negative posts about employers/ coworkers.
- Avoid profanity, controversial, or discriminatory content.
- Do not exaggerate experience.