Be SMART on Social Media

BASIC TIPS:

- It's a good idea to Google yourself regularly to see what pops up online. Be smart about the pictures that you post and are tagged in on Facebook, be conscious about the content of the tweets that you send, and about the information that you put about yourself on LinkedIn and other social media sites.

- Would you want your mom to see that? Make sure your online profiles are accurate reflections of you and that you would be comfortable with an employer knowing this information.

- Companies will sometimes search your social media pages. Some companies have social media policies that may prohibit you from getting a job with their organization due to your perceived social media presence.

- Your social media presence essentially becomes your brand. Make sure that you don't post anything that could hurt your "brand."

- When an employer Googles your name, they usually look for:
  - the volume of information
  - the purity of that information
  - the diversity of that information
  - the validation of that information

- When in doubt make sure your pages, your profiles, and your comments are professional, appropriate, and representative of what you would want to say to an employer.

- Before you post, remember that you are making a digital imprint that is recorded forever. Be smart about how you represent yourself!