

A study conducted by Harris Interactive found that 45% of employers use social media platforms to screen job candidates. Additionally, a separate U.S. News & World Report study revealed that 79% of recruiters and hiring managers actively search for online information about potential hires.

Given these findings, it is essential for job seekers to be mindful of their online presence. Remember that nothing you post online is completely private, even if your profile is set to private. The key is to strike a healthy balance between personal and professional content in the digital space.

Personal vs. Professional Presence

FACEBOOK

Facebook is great for enhancing a company's visibility, but be wary of the content on your personal pages. Inappropriate videos, memes, and language can tarnish your brand. Always think twice before "liking" content that could be offensive or damaging!



INSTAGRAM

Instagram can be a unique platform for boosting brand awareness. However, it is often a better fit for personal storytelling, like vacations and hobbies, than for professional branding.



LINKEDIN

LinkedIn is the go-to platform for professional networking and career growth. Your content should focus on your professional journey, so avoid personal posts. Share your achievements, insights, and industry trends to expand your professional network.



X

Use X to follow the CEOs of companies that excite you and keep yourself in the loop with the latest news. Just remember, it's important to maintain a professional image—avoid mixing personal and potentially damaging content with business interactions!



Professional Profile

Check out these tips for creating an effective profile on professional social media platforms like LinkedIn.

THE LOOK

Photo

Your profile picture should look professional and have a solid-colored background. Ask your Office of Career Services for help creating your professional profile picture—it's often free!

Background

You can also add a personal background feature behind your profile picture. This small change can help you stand out!

THE CONTENT

Headline

The headline is an introduction that helps you connect with potential employers. Start with your current job title and include your professional values and experience.

About

Make your introduction stand out! Share a bit about yourself—who you are, the professional opportunities you're pursuing, and the unique skills or experiences you bring to the table. This is your chance to shine and highlight what makes you an asset!

THE VIBE

Tone

Always keep it positive! Remember, this is not the platform to vent frustrations, especially about your employer. Your content says A LOT about you!

Interests

It's perfectly acceptable to support personal interests but be mindful of interests that may not be appropriate for a professional platform.