

# You Are Who You Are Online?

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Does your social media presence reflect the person that you want employers to see? This is something important to consider in an age where 98% of 18-24 year olds are using social media. It is important to think about how your social media accounts reflect who you are. If your twitter name is @cutiepie, you may not be considered professional or taken seriously in the boardroom. The time is now to think about your persona and how to use social media to enhance your potential, not thwart it.

## Why Use Social Media? A New Approach

- Social Media can be used to your advantage as you enter the workforce. It can serve as an opportunity to connect with mentors, seek interviews and counsel, as well as advertise your skills.
- Don't forget to market your social media skills to potential employers. These can be essential business skills and if used correctly.
- Consider following business leaders you admire and watch their example online. (or note what they are not doing well and capitalize off of that for your own career.)

## What to Post on Social Media?

- Be creative.
- Be clear – know and state who you are and who you are not.
- Be action oriented – engage others in productive ways.
- Be aware – know that you are entering a social system and it is important to have good manners, just like a party or sharing office space.
- Be concise – this is not the place for a personal rant or a novel.

## Blogs

If you are a blogger, remember that professional, grammatically correct writing is important. Try to avoid drama and excessive use of slang or punctuation. Your

credibility as a professional is on the line and potential employers will scrutinize your writing skills as evidenced in your blog.

### **Need to Know**

Remember that Google never forgets. Whether it is a drunken photo or a post bashing an ex – it is all out there, forever. Be cautious about what you put online and how you represent yourself. Try to always be the person you would be proud to have you mom, child, boss see online.



# Social Media Guidelines

## for Students and Job Seekers

### Quick Stats

Most young professionals appear comfortable with connecting with colleagues on social networks.

**36%** of young employees aged 18-29 list an employer affiliation on **f**acebook.

**16** The average number of colleagues young employees are friends with on **f**acebook.

### Who Should You Friend?

#### Should young professionals and students add employers?

Make this decision carefully – find out if other coworkers are friends with your manager first.



**Pro** Personalized networking can be an asset when furthering your career.

**Cons** Some employers may be uncomfortable to connect online, as they may have more rigid ideas of friendship on social networks.

Unprofessional activity online may impact your job if seen by your boss.

#### Also consider:

If you receive a friend request from a superior and want to accept, first clean up your profile and limit what he can see.

You may want to wait on friending a superior until they decide to friend you first.

If you receive a friend request from a superior and don't want to accept it, either ignore it or politely explain that you try to keep your personal and professional lives separate.

Remember to never post workplace complaints online.

### More Options



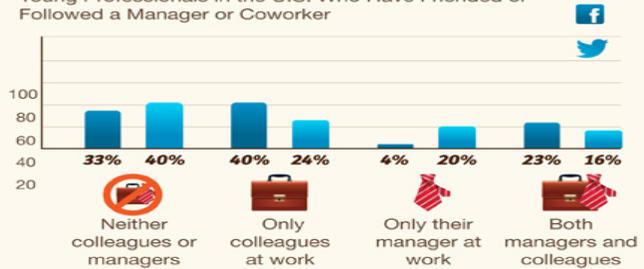
Don't friend coworkers or associates you don't trust.

Social media plays a big role in young people's lives. But how much of a role should social media play when it comes to educational or professional relationships?



More than **75%** of U.S. college students and young professionals check their Facebook page at least once a day.

Young Professionals in the U.S. Who Have Friended or Followed a Manager or Coworker



Should students add:

It's a great way to make friends and connect outside of class.

You can connect with others for homework help if you need it.

**Classmates**

Some students may not add you, but don't take this personally.

Some faculty use social networks to expand on classroom discussions or to provide homework help.

Friending a teacher could lead to better learning and educational opportunities.

**Faculty**

Some view teacher-student interactions on social media as inappropriate.

Should young professionals add:

Can help build inter-office relationships.

Connecting online may make balancing personal life and professional life difficult.

May lead to gossip and other inter-office problems.

**Coworkers**

Friending competitors can show that you support and appreciate their accomplishments.

**Competitors**

Your competitor may learn company secrets from you.

Your current employer may think you want to leave.

Control who can see your posts and information by customizing privacy settings.



Don't make it personal if someone decides not to friend you back.



**Sources:** cisco.com | moneyland.time.com | hrcommunication.com | mainstreet.com | education.com | kavaliro.com | cbsnews.com | careerrookie.com | youtube.com | wikihow.com | huffingtonpost.com | abc2news.com  
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