Social Media Do's:

1. Google yourself – make sure you actually show up!
2. Boost your credibility. Showcase your passions by following organizations that align to your interests and join groups related to what you're applying to.
3. Be consistent. Make sure your information is current. Nothing looks more suspicious when you submit a resume that is inconsistent with your online content.
4. Use neutral photographs on social networking sites. Photos taken that show detail into your personal life may be detrimental when seen by an employer.
5. Use privacy settings. Privacy settings help you control who sees your information.
6. Set up a LinkedIn profile. Use Facebook for social life – take advantage of LinkedIn for professional life.
7. Update your profile regularly. Preparing your online profile for professional eyes should include keeping information up-to-date.
8. Be careful what you write about in blog posts. Blog posts that feature inappropriate content about yourself or your employer can be harmful to your career.
9. Research social networking sites. Know which are frequented most, which will work best for your professional image, and which offer the best privacy controls.

Social Media Don'ts:

1. Don't miss out by having no online presence at all. A lack of information can be detrimental as someone with the same name can be mistaken for you.
2. Don't badmouth your current, previous, or future employer online. This can easily be found by your hiring manager, supervisor, or co-workers.
3. Don't be too visible. Overuse on social media makes employers wonder how you actually spend your time.
4. Don't forget others can see your online friends. Employers may search online friends or connections to find out more about a candidate. Therefore, your friends' profiles and pictures may influence an employer's impression of you.
5. Don't include any links on your resume or online portfolio to sites which include content that is not appropriate for a business audience. Use your discretion.
6. Don't forget any website or blog you have could impact your chances of employment (positively or negatively) so think carefully before including it in your resume.

What does poor online presence tell employers?

Provocative photos	→	Lack of professionalism and integrity
Too many loose ties	→	Low value placed on personal relationships
Badmouthing past employers	→	Poor communication skills
Discriminatory remarks	→	Lack of tolerance
No online presence at all	→	Inability to work on a team with others
Inappropriate links	→	Poor decision making skills