

Social Media & Digital Presence CHEAT SHEET

“GETTING Ready for the Job Hunt”

- 1) Google your name. All the versions of your name. Do your best to make sure each of the items that come up best represent you. Old MySpace pages or other social media accounts you've abandoned could still have that one picture you'd never want a potential employer to see.
- 2) Be consistent and truthful. With so many “versions” of your data out there, it's easy for things to be out of sync. Make sure that your timelines, positions, and even locations on a resume match up with the social profiles.
- 3) Remember ... privacy isn't always as private as you may think. Use the “View as Public” tools to see what others can see about you – even if they're not your friend or in your “network.”
- 4) Remove language, memes, & photographs that do not reflect your professional image. Employers are looking for reasons to “not hire” you, don't let an image ruin your reputation.
- 5) Need to suppress things that you cannot change? Expand your social profiles & digital footprint. Update your profile on all the social media sites, and add in professional sites like LinkedIn, Slideshare, etc. Upload professional content to those sites, if you're able.
- 6) Use a great photo for your social media pictures. Don't leave it blank, don't take a selfie, and don't make a duck face. You want to give a great first impression, and a recruiter is more likely to google you **BEFORE** they ever consider inviting you in for an interview. On LinkedIn, make sure the photo is **ONLY YOU**. I've recently seen family photos as the profile picture – that's a “no no.”

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