



STUDENT TO EXCEPTIONAL EMPLOYEE

SEE WHAT STUDENT EMPLOYMENT
CAN DO FOR YOU

How to Clean Up Your Social Media



Employers DO Creep on You

- Over 37% of employers use social media to screen candidates for interviews
- Over 34% of employers said information on a person's social media profile kept them from hiring the candidate



What Employers Are Looking For

49%

Provocative and
Inappropriate
Photos and
Information

35%

Poor
Communication
Skills

45%

Information
About Drinking
and Using Drugs

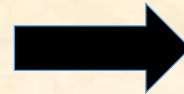
33%

Badmouthing a
Previous
Employer



Fix Your Profile and Cover Photos!

- Expect employers to scan your social profile
- Have a clean, professional photo
- Show off a friendly personality
- Don't use offensive photos – NO nudity, alcohol, racial slurs, offensive language/ signs, etc.
- Delete or hide inappropriate photos



Don't be this guy



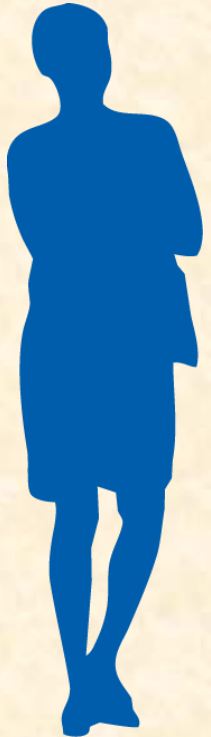
Hide/ Delete Offensive Content

- Employers are not going to stop after viewing your profile image
- Go through your previous post and activity log and delete offensive posts
- Change your privacy settings to “Only Me” for inappropriate posts



Check All Social Media

- Employers do not just look at Facebook, they look at all of them.
- Be sure to check these other social media sites for inappropriate content:
 - Twitter
 - Google+
 - YouTube
 - Pinterest
 - Tumblr
 - Foursquare
 - Instagram
 - Flickr



Get Professional

- Create a LinkedIn account
- It's a great way to network and find potential employers
- Keep your work history and skills up to date
- Use a professional profile picture

