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
- 45% Information About Drinking and Using Drugs
- 35% Poor Communication Skills
- 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
• 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