Northern Illinois University

Postcards About Your Trip: How Social Media Can Tell Your Story

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Advantages of Social Media

• Powerful networking tool
• Connections with professional contacts
• Ability to stay-in-touch with former colleagues
• Establish your “personal brand”
• You can control your privacy settings
  – Set your Facebook to “high” in order to keep personal photos private!
Disadvantages of Social Media

- Nothing ever goes away
- Personal lives cross boundaries of professional lives
- Recruiters utilize platforms
- Buzzwords – same words used by everyone
LinkedIn

- Join groups
- Meet-ups
- Follow companies you are interested in
- Request connections to key people
- Look for platforms your desired industries are on:
  - Instagram for creative fields
  - CVs and portfolios can be viewed online
Employers care most about:
- Relevant work experience
- Up-to-date skills
  - Higher education
  - Continuing education
  - Professional development
  - Certifications
How do Companies Use Social Media?

- Recruit Potential Job Candidates: 28%
- Target & Recruit Candidates with Specific Skill Sets: 21%
- Increase Employer Brand & Reputation: 26%
- Allow Potential Candidates to Contact Their Organization about Employment: 25%
• What happens when you are searched?
Best Practices

• Build a presence on sites that make sense for your professional career
  – LinkedIn
  – Career specific sites
• Don’t be on a platform because it is popular
  – Twitter
• Look at your profile from a professional standpoint
  – Would you want your boss seeing that picture?
• Keep your profiles up-to-date
Best Practices

- Periodically conduct internet searches on your name
- Highlight unique skills and experience
- Seek endorsements and recommendations
- Like or follow companies you are interested in
- Have a professional photograph on your profile
Don’t . . .

• Post risqué content
• Bad mouth your company
• Post harmful information about your company, colleagues or clients
• Constantly self-promote
• Have Ferris Buehler be an influence
  – If you call in sick, don’t have a fun day and post information on social media sites!
If only it was this simple!
Final Question & Answer
Thank You for Attending!