

Social Media Tips & Tricks



We've compiled a list of essentials to help you create and maintain a professional, standout social media presence!

DO

- Be active on a variety of social media platforms
- Highlight your unique skills and interests
- Use correct grammar
- Join industry groups
- Start a discussion
- Go through all of your comments, pictures, and posts and delete anything that casts you in a bad light
- Unfriend, unfollow, and clean out your connections and apps
- Double check your privacy settings
- Complete a search of yourself in all of the major search engines
- Use a clean, professional-looking profile picture (*We can help with headshots!*)
- Keep your bio up-to-date
- Link to your current and past employers' pages

DON'T

- Post inappropriate images
- Complain about current or past employers or coworkers
- Post overly opinionated content
- Be offensive
- Spend too much time on social media

