



Social Media Tips & Tricks



3.13.19



Welcome!



3.13.19

Why do I need to keep my social media professional?



3.13.19



That's a fact.

There are
3.397
BILLION
active social
media users.

On average,
people have
5.54
social media
accounts.

The average
daily time
spent on
social media
is **116**
MINUTES.

Social media
users grew
by **320**
MILLION
between Sep
2017 and
Oct 2018.



Do's

Highlight your unique skills and interests

Use correct grammar

Join industry groups

Start a discussion

Keep your bio up-to-date

Link to your current and past employers' pages





Do's

Use a clean, professional-looking profile picture *(We can help with headshots!)*



Craig Japp

Talent Acquisition Manager at Commonwealth
Sydney, Australia | Staffing and Recruiting

Previous Commonwealth Bank, Scout Recruitment, Pertemps
Education Northampton College, United Kingdom

Send Craig InMail



500+
connections



Matt Bayer (Blurred)

Blurred text for name and location

Blurred text for previous and education

Connect

Send InMail



190
connections

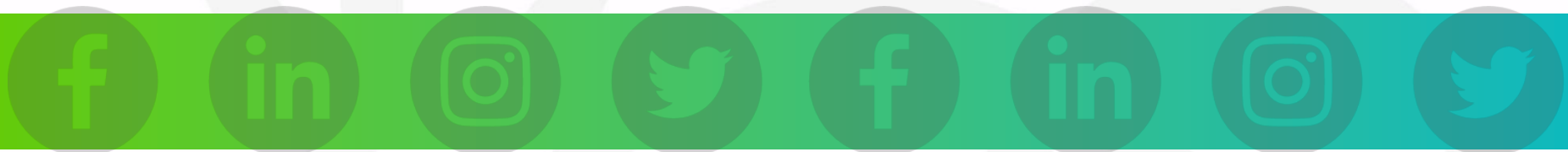




Do's

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





Do's

Complete a search of yourself in
all of the major search engines

Double check your privacy settings

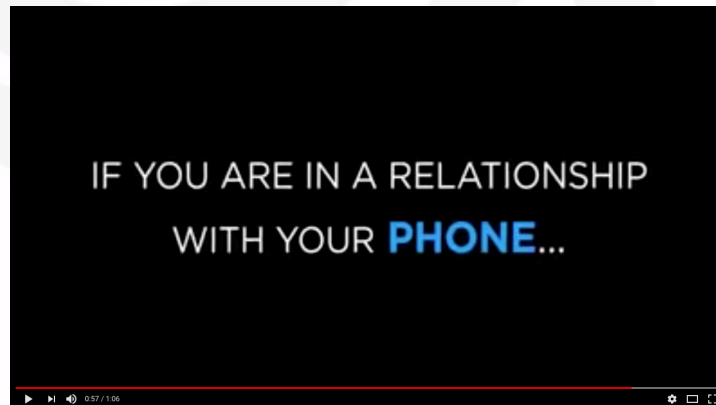
And lastly...

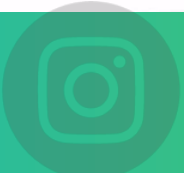




Do's

Be active on a variety of social media platforms...but not TOO active!





Don'ts

Post inappropriate messages

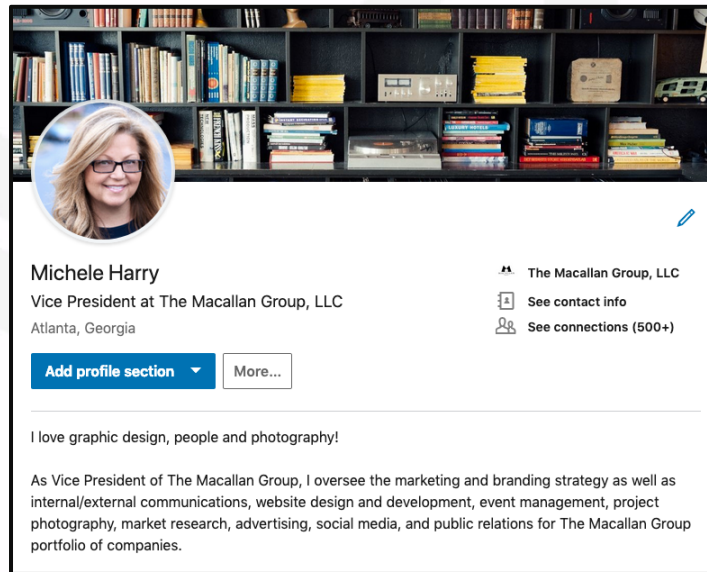
Be offensive

Post overly opinionated content

Complain about current or past employers or coworkers



Let's explore LinkedIn



A screenshot of a LinkedIn profile for Michele Harry. The profile picture shows a woman with blonde hair and glasses. The background of the profile header is a bookshelf filled with books and decorative items. The profile information includes her name, title as Vice President at The Macallan Group, LLC, and location in Atlanta, Georgia. There are buttons for 'Add profile section' and 'More...'. To the right, there are links for 'The Macallan Group, LLC', 'See contact info', and 'See connections (500+)'. The bio text reads: 'I love graphic design, people and photography! As Vice President of The Macallan Group, I oversee the marketing and branding strategy as well as internal/external communications, website design and development, event management, project photography, market research, advertising, social media, and public relations for The Macallan Group portfolio of companies.'

3.13.19

Pinterest. Has. EVERYTHING.



5 Weak Words to Avoid What to Use Instead

Weak Words Make Writing Ineffective
When they get into your writing, they destroy the power of your work.
Avoiding weak words strengthens your writing.

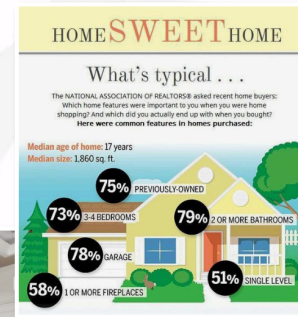
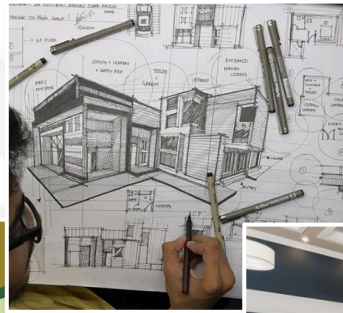
The 5 weak words are as follows...

REALLY

Reason: Vague
Although people have been told to believe the word used to convey emphasis on a subject, it really doesn't do any word justice.

Options: Delete / Remove
If you are going to use this word, make sure to do so sparingly as to not seem to impact.

- ✗ The swimmer really performed admirably.
- ✓ The swimmer performed admirably.



WHAT IS THE SHELF LIFE OF YOUR Food?

Types of Dating

SELL BY: Purchase this food before the date listed. A "sell by" date tells the grocer how long to display the food. The food will remain good for some time after this sell by date.

BEST IF USED BY / BEST BEFORE: This is not a purchase or safety date. To have the best quality and flavor, the food should be used by this date. It's a recommendation for peak quality.

USE BY: A product should be used by this date.

SICK CHICKENS? SPOT THE SYMPTOMS

Even when you provide excellent care and practice biosecurity, your chickens can still get sick. Be on the lookout for indicators of some common illnesses.

- 1 Discolored combs or wattles in winter
- 2 Closely, watery eyes
- 3 Twitches, squinted eyes or matted eyelids
- 4 Sneezing, wheezing, or coughing
- 7 Downy areas protruding from egg vent
- 8 Closed eyes, dragging wings, hunched posture



Q & A



3.13.19





We're doing "mini" headshot sessions!

If you need an updated headshot for your social media and you haven't already signed up for a time slot, see Michele or Emma after this presentation.

3.13.19



Thank you!



3.13.19

