

HOW TO STAY PROFESSIONAL ON SOCIAL MEDIA

WHAT SHOULD I POST ON EACH SOCIAL MEDIA PLATFORM?



LinkedIn: This is a professional networking platform where you setup a resume-style profile to highlight your credentials, share industry related articles and information, and connect with others in a professional manner.



Facebook: This is a casual platform where you can connect with peers on a more personal level, connect with different groups of like-minded individuals, follow accounts with content you have interest in, and more.



Instagram: This is a photo-sharing platform that can be used in a personal or professional manner. You can use this to share professional photos of your products or services as well as industry-related content.



Twitter: This is a microblogging social platform where you can create posts with up to 140 characters. This provides an outlet to share your thoughts about your industry or links to articles related to your field.

HOW DO I BRAND MYSELF ON SOCIAL MEDIA?

1. Clean up your social media by removing posts with:

- Inappropriate language or photos
- Complaints about school or work
- References to illegal activity
- Spelling or grammatical errors

2. Be mindful of what you post, comment on, and share.

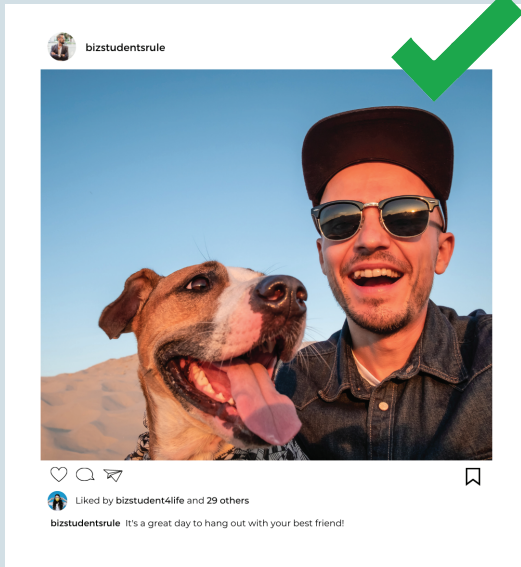
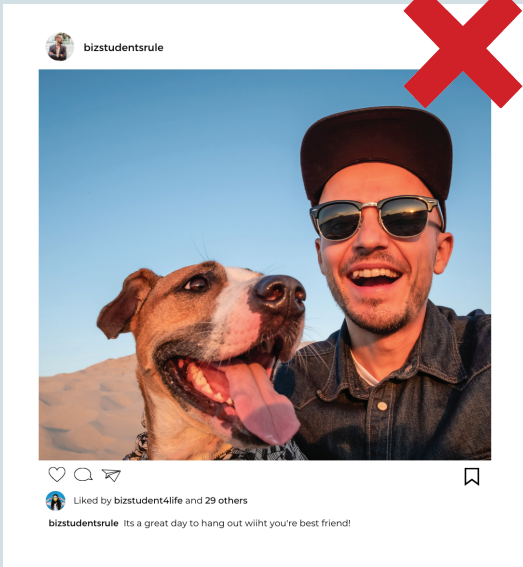
- Keep in mind, what you post and share can be seen by all of your social media friends & followers,
- Don't overshare or post too many times per day.
- Avoid gossiping or venting.
- When in doubt, don't post it.
- Proofread your post captions for accuracy and make sure there are no spelling or grammatical errors.
- Be considerate when tagging other people in posts and ask them before tagging them.

3. Keep your brand consistent

- Keep your profile picture up-to-date and appropriate.
- Identify a few key topics you are passionate about and try to brand yourself around them.
- Post consistently!

A FEW THINGS TO REMEMBER:

- Once on the internet, always on the internet!
- Avoid discussing controversial topics (ex. political views).
- Try googling yourself to see what comes up. This is a good indication of what potential employers may see.
- Periodically check what you are tagged in on social media.



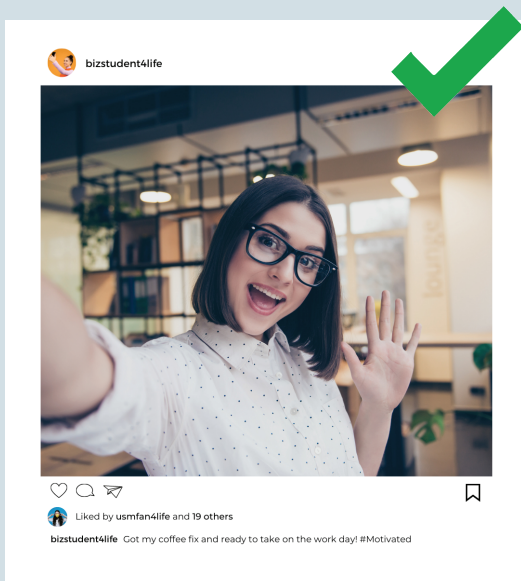
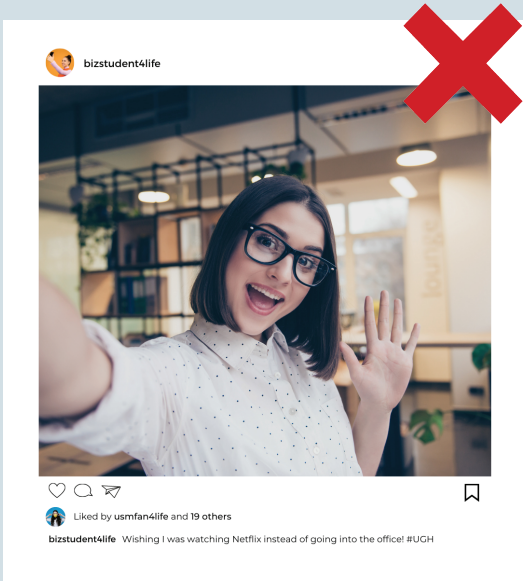
EXAMPLE #1

**SPELLCHECK
YOUR CAPTIONS
BEFORE POSTING.**



EXAMPLE #2

**DON'T SPEAK
POORLY ABOUT
OTHERS.**



EXAMPLE #3

**DON'T POST
NEGATIVELY
ABOUT YOUR
JOB OR SCHOOL.**