

SIX TIPS TO ENSURE YOUR SOCIAL NETWORK PRESENCE WORKS FOR NOT AGAINST YOU



Recent Infographic data released by Repler, a social media monitoring service, found that 91% of recruiters check social networks to screen applicants. Getting a job in today's economic climate is difficult, which means that you need to make sure you are doing everything you can to present yourself in the best light possible. With hiring managers relying heavily on social networks to screen potential candidates, it is more important than ever for you to maintain your brand image.

Social network dos

1. **Tell your brand story.** Have a complete profile on LinkedIn. The information you provide should tell a story about you -- your personal brand statement -- that helps employers determine whether you are a candidate they are interested in talking with or not.
2. **Be appropriate.** Present a professional online image in all social media vehicles. Be mindful about your postings on Facebook. Use Twitter as a vehicle to engage in conversations about the field and employers you are interested in pursuing.
3. **Show you are an active networker.** Be active in the industry groups and communities you are interested in pursuing, and your alma mater community. Work on developing your online connections. And engage in an employer's channels. Be careful not to overdo it.

Social don'ts

4. **No haters please.** Don't overdo the negativity in posting your points of view that can be read as judgmental. You want to present yourself as being open-minded and contributing to the conversation.
5. **Too much activity.** Shows employers you have too much time on your hands.
6. **Oh, those photos!** Like content, you don't want an employer to view inappropriate pictures.