

YOUR DIGITAL IDENTITY

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The most successful job searches come from those who have strong personal networks, both online and off. Social media sites have added a whole new dimension to the job search and hiring process. As a job seeker it is your responsibility to take control of your online identity and presence. These are a few helpful hints that will allow you to take advantage of as well as protect yourself from social media.

Social Media:

- Connect with peers, professors, professionals.
- Discover and follow industry leaders and organizations.
- Contribute content and make yourself known.
- Create an online presence that will attract your target audience.

Social Media Facts:

- **1 in 2 companies** are doing their online due diligence for prospective job candidates. (CareerBuilder)
- Thirty-five percent of employers said that what they found caused them not to hire a candidate.
- 110 million Americans, or 60% of the online population, use social networks (AdAge)

The Big Players: Facebook, Twitter and LinkedIn – These sites can all be used in different ways to discover and follow industry leaders and organizations, gather information and make personal connections.

- **Facebook** – Casual networking site but can be utilized in the job search. There are 250 million active users. Utilize your status update to see if anyone in your network knows about a specific organization you are interested in contacting.
- **LinkedIn** – Professional networking. There are 55 million members. Use LinkedIn to connect, research and search for jobs.
- **Twitter** – Information gathering site. Follow what is happening right now. There are approximately 27 million tweets per day. Follow leaders in the field. Keep your screen name and tweets professional.

Protecting Yourself From “Digital Dirt”: Digital dirt is anything on any Internet site that is unflattering about you. Remember, social networking sites can be your first impression with a company.

- Regulate your privacy settings on your social networking sites.
- Google yourself and determine what information is available about you online.
- Choose your profile pictures wisely and monitor pictures that are posted of you.
- Be proactive and create a positive online presence for yourself.