Personal Social Media Checklist

Are your social media profiles helping or hurting your chances of finding a job?

Google
- Search your name on Google and browse through the top results – is there anything you wouldn’t want an employer to see or know?
- Consider setting up Google Alerts for your name, so you can be notified when a new Google result with your name pops up: www.google.com/alerts
- Sign up for a free online reputation report from BrandYourself by visiting: www.brandyourself.com/sign-up

LinkedIn
- Create a LinkedIn account, if you haven’t already.
- Add a profile photo.
- Add a cover photo that shows an aspect of your major or a scenic landscape or hobby you enjoy.
- Write a brief summary that captures your personality.
- Make sure your education is listed and includes your major and minor – you can even throw in a few examples of classes you’ve taken.
- Think about the jobs and internships you’ve had and the student organization leadership positions you’ve held – what might be three positions you could list under experience?
- Consider adding any volunteer experiences you’ve had in the volunteer section of your profile.
- Do you have any pieces from a portfolio or class project you’d like to show off? Don’t forget to upload them to your profile.
- Make a list of 10 skills and add them to your profile.
- Review the people you’re currently connected with and make a list of people you could request to connect. Send connection requests and be sure to add notes if it’s been awhile since you’ve seen them. (professors, mentors, job/internship supervisors, etc.)
- Ask for recommendations. If you’ve done well in a class, internship, job, or volunteer opportunity, ask your professor or supervisor to write you a brief recommendation on LinkedIn – that recommendation will be on your profile for potential employers to see.
- Begin job searching by going to: www.linkedin.com/jobs/
- Let LinkedIn know what types of jobs you’re interested in by logging into LinkedIn and going to www.linkedin.com/jobs/career-interests/

Instagram
- Decide whether to make your profile public or private.
- Optimize your profile description – consider adding words to describe your degree, field of study, skills, hobbies and personality. If you have a website, add a link to it.

Twitter
- Decide whether to make your profile public or private.
- Optimize your profile description – consider adding words to describe your degree, field of study, skills, hobbies and personality. If you have a website, add a link to it.

Facebook
- Review your profile and cover photo albums – these are always public. Remove any photos you wouldn’t want a potential employer to see.
- Type your first and last name into the Facebook public search. Go through the results to make sure there aren’t any rogue posts by someone with the same name. If there are inappropriate posts, you can always report them to Facebook to be removed.

*Personal Social Media Checklist provided by Elizabeth Greenaway, marketing and communications consultant, Short and Sweet Communications – and BIM120 instructor.*