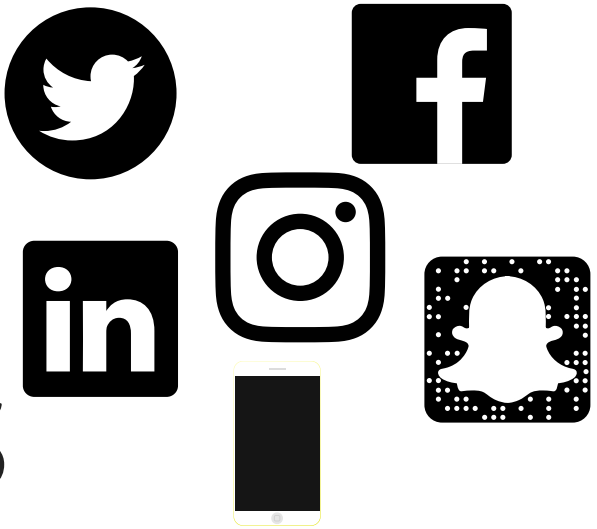


NAVIGATING SOCIAL MEDIA DOS AND DON'TS



TO SHARE OR NOT TO SHARE?

- What you share is completely up to you, but you should research what is acceptable in the fields you are hoping to enter
- For example: working in education, you need to be cautious of posting alcohol/party pictures to your page and if you work in public relations, communications, or human resources, you should be cautious with the jokes/memes that you like and share
- Never post rants about work, your employer, your co-workers, etc.
- A standard: If what your posting is not meant for all eyes, then do not post. If you can't decide or have to stop and think about if it is appropriate, the answer is always NO

Reasons hiring managers did NOT hire candidates

- Provocative or inappropriate photographs, videos, or information - 46%
- Information about candidate drinking alcohol or using drugs - 43%
- Discriminatory comments related to race, religion, gender, etc. - 33%
- Candidate bad-mouthed previous company or fellow employee - 31%
- Poor communication skills - 29%

Adapted from <https://jailstojobs.org/post-social-media-can-keep-getting-job/>



Most workers have some sort of online presence and more than half of employers won't hire those without one.

<https://www.cnbc.com/2017/08/18/more-than-half-of-employers-wont-hire-someone-they-cant-find-online.html>

Establishing yourself as an individual through social media can help you increase your credibility, build relationships, gain or give insight, and ignite thought leadership. Make sure you are making a positive first impression!

DON'T

- **Talk about confidential information.** Sometimes this seems like common sense but we all need a gentle reminder that not everything needs to be shared.
- **Use foul language.** Would you talk to your boss or family member like that? Speak like you would want to be spoken to and with professionalism. Slang is okay from time to time but keep it clean.
- **Live tweet your night out or at the bar.** It's okay to enjoy social time but keep it offline.
- **Dive into drama.** There are days where you're frustrated with school or work and need to vent. Taking that to social media is not the answer. Talking poorly about your boss, professor, classmates, will most always end poorly.
- **Post anything with grammatical errors.** Social media is all about instant connections but grammar or spelling mistakes can decrease your credibility.
- **Think just because your account is private, your posts are private.** Settings change. If it's on the internet, nothing is truly private!

DO

- **Establish your personal voice and make it strong and consistent.** Letting your personality shine through your social media will make you seem more authentic and genuine.
- **Incorporate personal and professional interests.** Use your voice but also mix in interests inside and outside of work. This could be sharing professional articles while also posting a picture from a networking event or your favorite workout playlist.
- **Follow or interact with professionals, friends, companies/organizations, and influencers.** Connect with professionals in your area of interest and don't be afraid to engage! Send links or videos that remind you of a friend and chat about relevant topics. Social media is great for meeting new people, as well maintaining relationships.
- **Read before you retweet or share.** Whether you created it or not, make sure you know what's on the other side of the URL.
- **Thank others!** As an IUP student or graduation, engage with departments and thank those who support you and help you along the way!

