



# Social Media for Job Searching

## Social Media Platforms for:

### Professional Use

- LinkedIn
- Twitter



### Personal Use

- Facebook
- Instagram



## Best Practices for Professional Accounts

### Do

- Have a separate professional account
- Use a good, professional-looking profile picture
- Keep information up-to-date
- Follow people & organizations relevant to your field

### Don't

- Post about political or religious opinions
- Include relationship status or personal info
- Post unprofessional photos
- Post questionable status updates

## Tips for Social Media During Your Job Search

- Check your privacy settings so others can't tag you in their posts.
- Keep comments courteous and professional.
- Delete old posts, comments, likes, etc. of questionable content.
- Post 2-3 times per week.
- Post / retweet thoughtfully.
- Be intentional about who you follow — people and organizations.