YOUR SOCIAL MEDIA IMAGE

Popular social media sites, such as Facebook, Twitter, Instagram, Tumblr, etc., are *public* extensions of your image and reputation. When you become a student or employee you represent not only yourself, but also your affiliations. Think of it as: social media = social responsibility. Here is a quick guide to maintaining an employable, appropriate, and mature image:

➢ **PICTURES:** Your pictures represent what you value. If all of your posted pictures involve you and/or friends drinking, an employer is not going to think highly of that. However, if your pictures include family, traveling, outdoor activities, school sponsored events, an employer is going to think you are active and present in multiple ways -- which generally makes for a good employee.

➢ **LIKING, FOLLOWING, SHARING:** Rethink who, what, where you've liked, followed, and links you've shared in the past. Something you liked/followed/shared in 2011 could be completely out of your scope or interest now, but you are associated with it *currently* if it's on your profile.

➢ **COMMENTING & POSTING:**
  o Delete comments & resist making future comments about alcohol, drug use, or overt sexual content.
  o Do not talk poorly about previous employers and coworkers.
  o Do not make discriminatory comments or use discriminatory language…ever.

➢ **CONFIDENTIAL INFORMATION:** Never share confidential information about past, current, or prospective employers or customers. Period.

OTHER TECHNOLOGY

➢ **EMAIL:** It's a good idea to have a professional email account in addition to your College of Idaho email. You can use your College of Idaho email on resumes and graduate school applications that you will hear back from while you are a student. However, after you graduate your Yote email will be deactivated. Be proactive and create a separate email *now* and get use to using it for outside communication. Make sure this email includes your name "johnsmith@gmail.com" NOT "butterflyninja97@gmail.com"

Signature Block: Create a signature block that states your name, alternative email, and phone number.

Example: John L. Smith
JLsmith@gmail.com
555-555-5555

➢ **VOICEMAIL:** Your voicemail message should be professional and appropriate as potential employers could be calling to offer interviews.

Example: "Hello, you've reached John Smith. Please leave your name, call back number, and a brief message, and I will get back to you as soon as possible." NOT "What's up? It's John. Leave a message."

THE COLLEGE of IDAHO
Center for Experiential Learning