

Professionalism in Social Media:

Social media = social responsibility



Here is a quick guide to maintaining an employable, appropriate, and mature image when on popular social media platforms including Facebook, Twitter, Instagram, and more:

- **PICTURES:** Your pictures represent what you value. Pictures centralizing around drinking is not going to be as favorable with an employer compared to photos that include outdoor activities, traveling, etc.
- **LIKING, FOLLOWING, SHARING:** Think about who/what you have followed, shared, or liked in the past. Something that you were associated with in 2011 may still not be an accurate representation of what you currently are associated with.
- **COMMENTING & POSTING:**
 - Delete comments & resist making future comments about alcohol, drug use, or overt sexual content.
 - Do not talk poorly about previous employers and coworkers.
 - Do not make discriminatory comments or use discriminatory language.
- **CONFIDENTIAL INFORMATION:** Never share confidential information about past, current, or prospective employers or customers.

OTHER TECHNOLOGY

- **EMAIL:** Get a professional email that you can use after graduation when your student one is deleted. Standard emails include a variation of a first and last name at a reputable address. Consider the example below:

Professional:

Firstname.lastname@gmail.com

Unprofessional:

Ninjabutterfly2018@gmail.com