



# SOCIAL MEDIA ETIQUETTE

A College Bound Presentation on Social Media and how it affects our Career.

# OBJECTIVE

- In today's workshop we will ...
  - Understand our current relationship with social media: the good and the bad
  - Highlight social media's relationship with our college and career goals
  - Provide tips and examples of navigating social media in a way that is both fun but also keeps your career goals in mind
  - Walkthrough the most important social media platform for career goals: LinkedIn

# WHAT IS A SOCIAL MEDIA PLATFORM



Social Media Platforms are online applications and websites that we gain and provide different kinds of information from. Social Media platforms typically host text, pictures, and videos from individuals, groups of people and companies.

Think of the social media platforms you use the most.



## THE GOOD

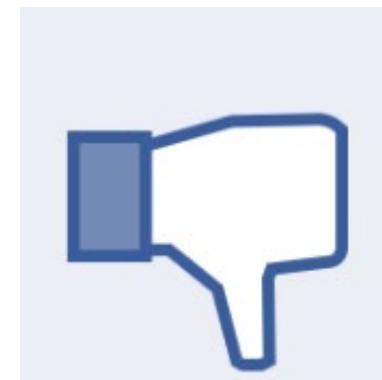
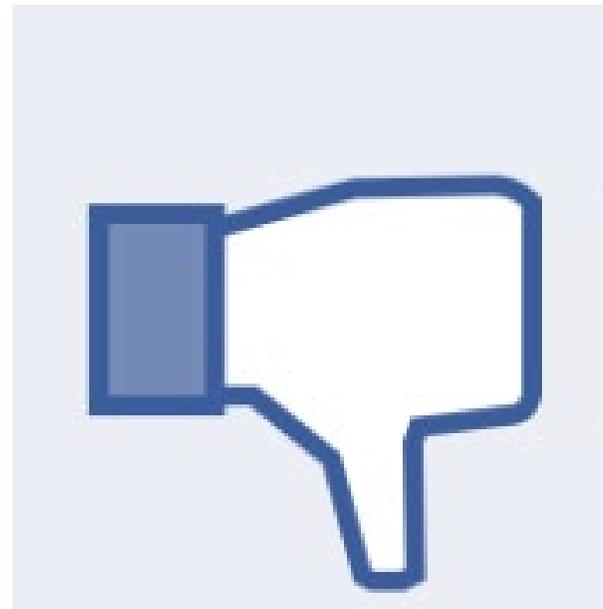
- **Social Media is fun!** Sharing information with your friends and family at the touch of a button is exciting and can be a great way to connect with people.
- **You can get creative!** Pinterest and Instagram can bring out your inner artist. Twitter is a great place for comedians. Reddit and Facebook can help you connect with people who share your interests!
- **Social Media can keep you connected** and up to date with world events, news, and family updates.
- **There is a lot of freedom** and you can pick and choose which platforms you use and don't use.
- Social Media lets you **set your own rules**. You choose who to interact and share information with.





## THE BAD

- **The Internet is Forever!** Any post, picture, video, or profile is difficult to get rid of completely. Many websites never truly delete all of your data.
- **Too much time using Social Media** can result in increased feelings of depression and anxiety.
- **Social Media doesn't always match reality.** This can lead to unhealthy expectations regarding self-image.
- **Your information is Public.** You might be surprised by the people who have access to your information.
- **Time Waster!** Sometimes we can spend hours on social media, detracting from opportunities for growth.



# SOCIAL MEDIA AND CAREER

Before we begin, ask yourself: Why would an employer care about their employee's social media presence?

## SOCIAL MEDIA: BEFORE YOU GET THE JOB

- Employers are increasingly using social media as a way of **vetting** potential employees.
- Employers seek your social media profiles and activity to:
  - Get a better idea of who their candidate is.
  - Comb for any red flags or inappropriate content.
  - Find your portfolio of work (if working in careers like art, design, entertainment or business).

 **vet**<sup>1</sup>  
/vet/

*verb*

gerund or present participle: **vetting**

make a careful and critical examination of (something).

"proposals for vetting large takeover bids"

**Similar:**

screen

assess

evaluate

appraise

weigh up

examine



- investigate (someone) thoroughly, especially in order to ensure that they are suitable for a job requiring secrecy, loyalty, or trustworthiness.

"each applicant will be vetted by police"

# EXAMPLE

Twitter allows you to speak your mind!  
Which tweet would you want a future employer to see if they somehow found your twitter profile?

What do these tweets **potentially** communicate about the person.



Cody Bondarchuk   
@codybondarchuk



I worked at McDonald's for two and a half years and I put 11 nuggets in almost every 10-piece I made

♡ 905K 12:27 AM - Nov 16, 2019

💬 96.1K people are talking about this



Shower Thoughts  
@TheWeirdWorld



If the Earth was flat, cats would have pushed everything off of it by now.

5:41 PM - May 13, 2017

♡ 4,361 💬 1,479 people are talking about this

# SCENARIO

- You're applying to a job working for Disney in their marketing company. As a marketer, you will be meeting with hundreds of people, and your face and name will be available for all to see. Disney gets access to your Instagram.
- Our first scenario is picture one. A Disney hiring manager opens your Instagram, and that is the first picture that they see.
  - What does this picture potentially communicate about you?
  - What do you know about Disney that might conflict with this picture?
- Our second scenario is picture two.
  - If Disney saw this picture on your Instagram, what would they think?
- **Which picture would you rather have?**





## SOCIAL MEDIA AND CAREER

- While it is not anyone's intention to police how you use social media, please remember: **The people who employ you are looking for the best candidates, they are sometimes looking for reasons not to hire you.**
- According to a [2018 CareerBuilder survey](#), 70% of employers use social media to screen candidates during the hiring process, and about 43% of employers use social media to check on current employees.
- The next few slides are going to give you some tips on keeping your social media career friendly.

# SOCIAL MEDIA: PHOTOS

## DO

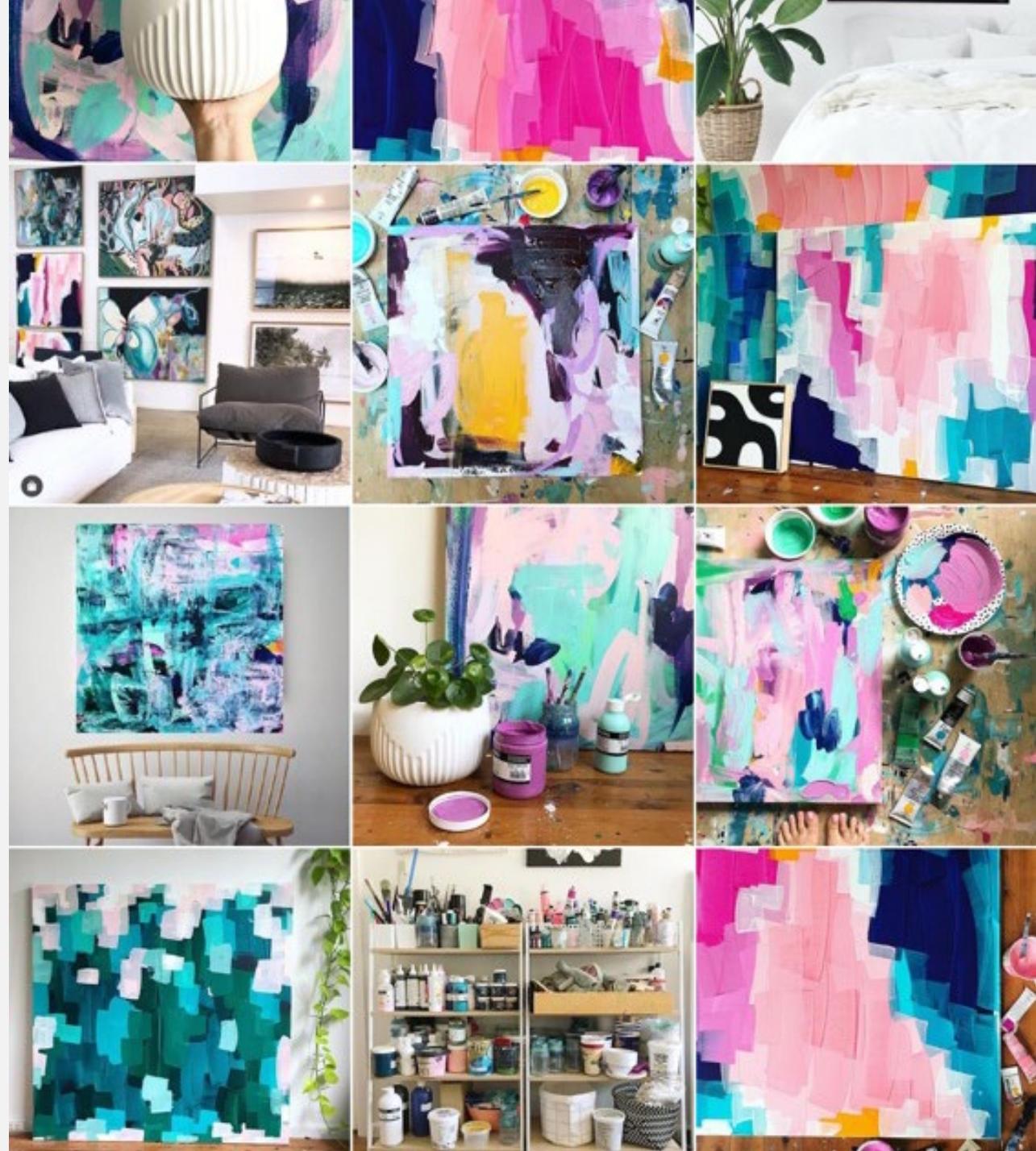
- Post pictures of you enjoying life, meeting with friends, eating food, doing yoga, traveling, etc.
- Post pictures of your achievements, business adventures, conferences, and industry events.
- Post well lit, well edited, and clear pictures if possible.

## DON'T

- Post pictures of yourself in compromising or inappropriate settings like:
  - Wild parties
  - Being in the presence of drugs
  - Committing a crime
- Post pictures that, if someone found, would reflect that you are not capable of being professional.

## ADVANCED TIP

Some jobs really want to see that you have an active social media. These jobs could be anything from artist, entertainer, marketer, and entrepreneur.



# SOCIAL MEDIA: TEXT BASED POSTS

## DO

- **Give updates on your life!** Twitter and Facebook are places to share what you have been doing.
- **Write** jokes, poems, and stories for your friends and family to read.
- **Ask** questions and connect with other people. A comment or post can help link you with like minded people and future contacts.

## DON'T

- Use language that would be considered **derogatory or offensive**.
- **Talk negatively** about mentors, bosses, and co-workers.
- Share opinions that your potential employer may disagree with.\*\*
- Write jokes or comments that can be taken too **out of context!**

## ADVANCED TIP

Look to the past! One way of cleaning up your social media is starting from the beginning.

Often we say things when we are younger that do not reflect how we feel today. Take the time to delete statements you've said in the past that you would not say today.



# SOCIAL MEDIA: SHARING, RETWEETING, REBLOGGING

## DO

- Share funny, powerful, or engaging content
- Remember that a retweet/reblog suggests that these are your views too.
- Read the entirety of the content you are sharing. Sharing headlines without reading the article can be risky!

## DON'T

- Share misinformation or material that is not true.
- Reblog/Retweet from a source that has a history of being offensive.
- Share stolen content or intellectual property.
- Reblog/Retweet derogatory or offensive language or ideas.

## BE CAREFUL!

When you share/retweet/reblog on sites like Twitter, Tumblr, and Facebook, people see your name attached!

Even if these are not your own words, those that follow you or see your content will associate the share content with your name.



## FINAL TIPS

- **Go Private** – if you're worried about your online presence and need some time to clean up. You can usually switch into a private form of that platform. This works for Twitter, Facebook, and Instagram.
- **Not Everything needs to go online** – Stressed or angry? Find a friend to vent to. Write a letter. Don't post your frustrations online!
- **Limit the number of platforms you use** – It may be overwhelming to have to manage almost a dozen platforms. Pick your favorites, focus on making them worthwhile, and limit your usage to certain times of the day.
- **Set up a LinkedIn!**

## SOCIAL MEDIA: LINKEDIN



- **LinkedIn** is a social network that focuses on professional networking and career development.

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- You can use **LinkedIn** to display your resume, search for jobs, and enhance your professional reputation by posting updates and interacting with other people.

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- **LinkedIn** is free, but a subscription version called **LinkedIn Premium** offers additional features like online classes and seminars, as well as insights into who's searching for and viewing your profile.

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**THE END!**