

Let Your Socials Work for You

Did you know that 70% of employers use social media to screen candidates? Use these tips to manage your digital footprint and stay ahead of the game.



SPRING CLEAN.

Start by reviewing each of your accounts and deleting any questionable content. You can also archive items or readjust your settings so only certain parts of your profile are publicly visible.

TAKE CONTROL.

If you're overwhelmed by the idea of posting things that will pass inspection, you have a simple out: make some of your profiles completely private. This way it's guaranteed that no one can see your content without your permission. Please note that your profile pictures, banners, bios, and usernames are still public even if you've made the rest of your profile private.

REFRESH AND REFINE.

Refresh old profile pictures, banners, and bio sections. Having an up-to-date social presence can be viewed as a positive in the eyes of hiring managers.

EXPRESS YOURSELF.

Social media can be a great tool that offers recruiters and hiring managers insight into your interests and passions. Share the cool things you are doing in a way that is expressive, but tasteful.

More than half of employers have found content on social media that caused them not to hire a candidate, according to a recent CareerBuilder survey. Read more at www.careerbuilder.com/advice.

→ If you have any questions, please reach out to your recruiter. We are happy to help!