

IMPROVE YOUR SOCIAL MEDIA PRESENCE

It has become a normal process for hiring authorities to review your social media presence before they schedule an interview.

They review your online presence for the following reasons:

- Information online reveals many facts about you that is not included on your Resume or CV
- It is simple to review your business and social personality
- Pictures are worth a thousand words
- Learn about the people in your network
- Review your past work history
- Your posts and pictures provide insight into who you are
- They can determine if you are tactful and cautious about the image you project
- Many red flags can be uncovered on your profile
- Bad habits are highlighted on social network sites

HOW CAN YOU IMPROVE YOUR SOCIAL MEDIA PRESENCE?

Social media, if utilized properly, can help employers and hiring authorities find you. Here is a list of helpful tips that can improve your social media presence:

TIP ONE: Use SEO (Search Engine Optimization) focused words in your bios

TIP TWO: Show your personality and humor

TIP THREE: Stress an innovative alternative to a best practices rule

TIP FOUR: Write a recommendation on someone else's LinkedIn profile

TIP FIVE: Find an industry relevant blog and make a credible comment

TIP SIX: Provide free advice that would normally cost people money to obtain

TIP SEVEN: Create original articles, videos, pictures

TIP EIGHT: Become an Amazon.com reviewer | rater

TIP NINE: Answer every @ reply you receive on Twitter

TIP TEN: Create and publish a video on YouTube

TIP ELEVEN: Publically thank a client for their business in your social media stream once employed

TIP TWELVE: Write a blog post

TIP THIRTEEN: Post daily on channels – each post should be different

TIP FOURTEEN: Become an active reviewer on Yelp

TIP FIFTEEN: Write another blog post positioning yourself as an expert

TIP SIXTEEN: Join an online niche community - don't go in selling

TIP SEVENTEEN: Attend a live tweet chat and participate

TIP EIGHTEEN: Say thank you ten times today

TIP NINETEEN: Answer a question in a discussion on LinkedIn

TIP TWENTY: Video or audio interview an industry hero and post it to your website

TIP TWENTY-ONE: Write another blog post

TIP TWENTY-TWO: Use Twitter.com/search and connect to 10 people daily who are in your industry

TIP TWENTY-THREE: Add a relevant hash tag to your tweets

TIP TWENTY-FOUR: Ask questions and respond to the answers

TIP TWENTY-FIVE: Add your social media profile links to your email signature

Follow these tips and your social media presence will skyrocket for all of the right reasons.

WHAT TO CHECK OUT ABOUT YOURSELF TODAY

To make sure your social media presence is in order, start out by typing your name in Google and review the results you obtain.

Go to the following sites and review the information posted:

- Facebook
- Twitter
- LinkedIn
- Flickr
- YouTube
- Blog sites

It is estimated that over 70% of hiring authorities today will search your social media sites to obtain information. As you review your sites, ask yourself a very important question, *"Would you hire **you** based on the information on social media?"*

This is just one more step in the hiring process, but it has become the norm vs. the exception which is why you need to review your social media presence on a regular basis. Follow these tips and your social media presence will help you not hurt you.