

ASSIGNMENT

INFORMATION

SECURITY

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Social media Do's

- * Select the highest privacy settings for all social media accounts
- + Enter your name into google and check the search results
- * Remove pictures and posts that may discourage a potential employer.
- * Build up a positive online presence and show an interest in your chosen career.

Social media Don'ts

- + Don't use offensive language on social media
- * Don't post negative comments about any employer, job or colleague
- * Don't announce your new job on social media until the company have cleared it.

Social Media Awareness:

It is a good practice to be aware of what you are putting on your social media accounts, as well as who you are talking to. When you post a comment, status, picture online or like or follow a page, this information is often available for anyone and everyone to see and can be hard for you to control or delete once it has been shared. Employers will often look through the applicant's social media presence to see what they post online and use the information they find on that person to make an assumption about their character, personality and level of professionalism.

If you regularly post updates about intoxicated and taking days off work then employers may be put off interviewing you because they may assume you are unreliable, whereas if you post positive updates, employers may see this as a quality.

Benefits

of Social Media for Businesses

- * Reach a larger audience:

Social media is a great way for business to reach a wider audience than ever before.

- * Increase brand Awareness:

Social media can be used to increase brand awareness and recognition. Through regular updates, business can keep their brand at the forefront of people's minds.

- * Generate leads:

Companies can use social media to promote their products and services, and can use it to target potential customers.

- * Get Feedback:

Social media is a great way for businesses to get feedback from customers.

IMPORTANCE OF SOCIAL MEDIA · AWARENESS

Social media is an important part of today's world. It helps to stay connected and share ideas, thoughts and opinions with others in a safe and secure environment. It can also be used to promote business, organizations and causes, as well as stay informed about current events and trends. Additionally, social media can help to build relationship with others. Finally, it can be used as a platform for self expression, giving us an opportunity to express ourselves.

Social media is an amazing tool for staying connected with people in your life. It's great for staying up-to-date on friends and family members lives, sharing pictures and memories and even making new connections.