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Uncovering Your Brand

Social Media Checklist for Job Seekers

Up until the time of your graduation, social media may have just been a way for you to connect with your friends, share funny videos and post pictures. That perspective changes when you transition to the work world. Now you are a professional and who you are online needs to be a representation of that. Follow this checklist to ensure your social media presence helps you land that dream job.

I have

- ☐ An active profile on Twitter, Facebook and LinkedIn
- ☐ Up to date employment information
- ☐ Professional display pictures and personal descriptions
- ☐ Shared witty and thought provoking articles
- ☐ Followed, retweeted companies or influential people in my field
- ☐ Googled myself
- ☐ Untagged and deleted all pictures/posts/videos that leave an unprofessional impression
- ☐ Listed myself as a "professional", instead of unemployed (e.g., Embedded Systems Professional, Supply Chain Management Professional).
- ☐ Joined groups relevant to my interests and career field
- ☐ Included my LinkedIn URL on my resume and cover letter
- ☐ Ensured information is consistent across multiple platforms
- ☐ Started building connections on LinkedIn
- ☐ Used keywords in my profiles to attract potential employers