**Social Media**

* This material was sourced through The Career Hub at Conestoga College

**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 you’re 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