

Managing Your **SOCIAL MEDIA**



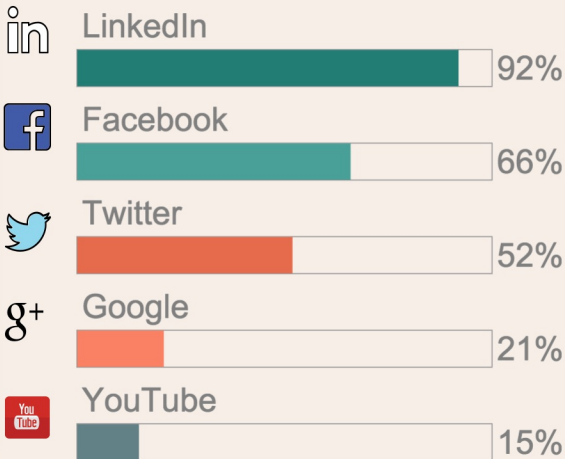
93% of Hiring Managers Look at Candidates' Social Media During Hiring Process

Sources:

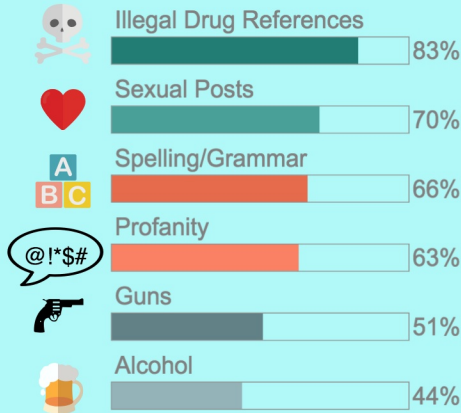
2014 Jobvite.com survey and
<http://www.jobvite.com/resources/infographics/watch-what-you-post-on-social-media/>



Most Searched Social Networks By Employers:



1 in 3 Employers Rejected Candidates Based on Information Found From Online Search



Others Negatives: Bashing or whining about prior employers, illegal or immature activities, discriminatory or demeaning posts

Step One: Google Yourself

See what's out there. Look through all of your social media accounts - even those you haven't used in a long time.





Step Two: Assess What's Visible



Photos

Tweets

Status updates

Comments

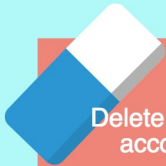
Groups Interests

Likes

Blogs



Step Three: Delete or Implement Privacy Filter



Delete old or outdated accounts or blogs

Untag yourself from questionable photos

Change your profile picture

Delete comments, updates, photos, groups



Search each site for privacy options

Set accounts (Facebook, Twitter, etc.) to private

Set albums to private

Restrict tagging

Use alternative names or email addresses

Make Social
Media Work
To Your
Advantage



Picture Perfect

USE A PHOTO



Be professional

Don't include others (e.g., family, significant others, children, pets) in your photo

Your photo should be in focus

Dress appropriately for the industry

14 x

**Increased likelihood
your profile will be
viewed with a photo**

Pin it



Connect

Send InMail



190

connections



Contact Info

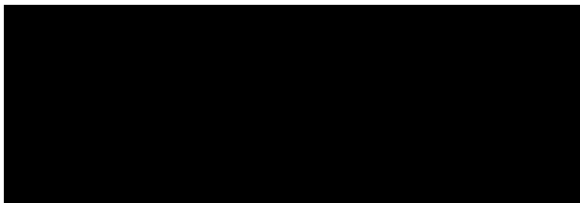


Send InMail



500+

connections



Connect

Send InMail



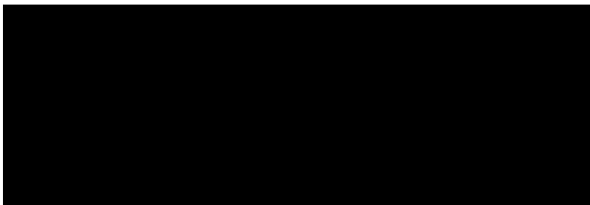
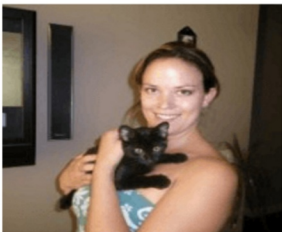
500+
connections



[Redacted]



Contact Info



Send InMail



89
connections



[Redacted]



Alex Brown

1st

Zip Code Wilmington

Middletown, Delaware | Computer Software

Current J.P. Morgan
Previous Zip Code Wilmington, EvoGov
Education Delaware Technical and Community College-Stanton-Wilmington

Send a message

31
connections



Relationship



Contact Info

Connected 1 month ago



Ben duPont

1st • PREMIUM

yet2Ventures

Wilmington, Delaware | Venture Capital & Private Equity

Current yet2Ventures, yet2, MSCI
Previous Jefferson Awards, DuPont
Education Tufts University

Send a message

500+
connections



Tariq Hook

1st

Director of Java Education at Zip Code Wilmington

Greater Philadelphia Area | Computer Software

Current Zip Code Wilmington, Tech Impact
Previous LeadID, Temple University, Enertia LLC
Education University of Pittsburgh

Send a message

500+
connections

Making the Most Of LinkedIn

Customize Your ULR

Change your URL from: <https://www.linkedin.com/in/melanie-augustin-01408a5>

to:

<https://www.linkedin.com/in/melanieaugustin>

Here's how:

Click on edit profile

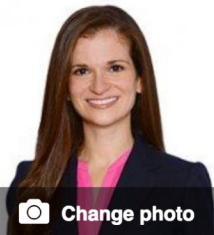
Click the arrow next to "View profile as"

Select "Manage public profile settings"

Click on the pencil next to your public profile URL

Type in new URL







Change photo

Melanie Augustin

Director of Corporate Partnerships at Zip Code
Wilmington 

Greater Philadelphia Area Nonprofit Organization Management 

Previous Littler Mendelson, Office of the Hampton
Commonwealth's Attorney, Williams Mullen 

Education William & Mary School of Law 

View profile as

View recent activity

Ask to be recommended

Create profile in another language

Save to PDF

Manage public profile settings

 <https://www.linkedin.com/in/melanieaugustin>

Add a section to your profile – be discovered for your

Language

158
Connections

Info

es



Public Profile



Melanie Augustin

158
connections

Director of Corporate Partnerships at Zip Code
Wilmington

Greater Philadelphia Area | Nonprofit Organization
Management

Previous Little Mendelson, Office of the Hampton Commonwealth's
Attorney, Williams Mullen
Education William & Mary School of Law

Your public profile URL

Enhance your personal brand by creating a
custom URL for your LinkedIn public profile.

www.linkedin.com/in/melanieaugustin 

Customize Your Public Profile

Control how you appear when people search for
you on Google, Yahoo!, Bing, etc.

Making the Most Of LinkedIn

2. Write a Compelling Profile

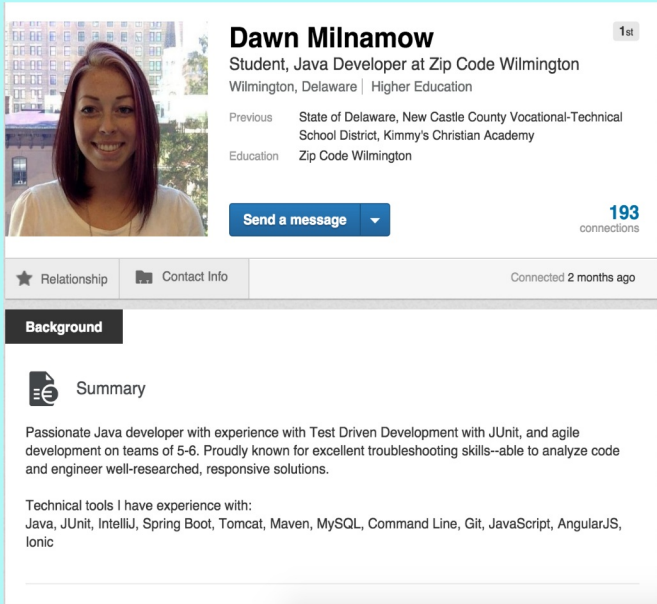
Update your headline.

Use the summary to personalize the information in your resume.

Search for people on LinkedIn who are in software development for examples.

Add Zip Code Wilmington and update profile with your projects you work on here.

Make sure info is accurate and does not conflict with your resume.



The screenshot shows a LinkedIn profile for Dawn Milnamow. The profile picture is a headshot of a woman with reddish-brown hair. The headline reads 'Student, Java Developer at Zip Code Wilmington' and 'Wilmington, Delaware | Higher Education'. The 'Previous' section lists 'State of Delaware, New Castle County Vocational-Technical School District, Kimmy's Christian Academy'. The 'Education' section lists 'Zip Code Wilmington'. There is a 'Send a message' button and '193 connections' indicated. Below the profile picture, there are tabs for 'Relationship' and 'Contact Info', with a note 'Connected 2 months ago'. The 'Background' section is highlighted, showing a 'Summary' icon and the text: 'Passionate Java developer with experience with Test Driven Development with JUnit, and agile development on teams of 5-6. Proudly known for excellent troubleshooting skills--able to analyze code and engineer well-researched, responsive solutions.' Below this, it lists 'Technical tools I have experience with: Java, JUnit, IntelliJ, Spring Boot, Tomcat, Maven, MySQL, Command Line, Git, JavaScript, AngularJS, Ionic'.

Dawn Milnamow 1st


Student, Java Developer at Zip Code Wilmington
Wilmington, Delaware | Higher Education

Previous State of Delaware, New Castle County Vocational-Technical School District, Kimmy's Christian Academy


Education Zip Code Wilmington

[Send a message](#)

193
connections

★ Relationship  Contact Info Connected 2 months ago

Background

 **Summary**

Passionate Java developer with experience with Test Driven Development with JUnit, and agile development on teams of 5-6. Proudly known for excellent troubleshooting skills--able to analyze code and engineer well-researched, responsive solutions.

Technical tools I have experience with:
Java, JUnit, IntelliJ, Spring Boot, Tomcat, Maven, MySQL, Command Line, Git, JavaScript, AngularJS, Ionic

Making the Most Of LinkedIn

3. Connect, Connect, Connect

Connect with your fellow students and use our networking events to connect with leaders in the field.

4. Show Your Interest In Software Development

Join relevant groups.

Follow employers you're interested in.



Zip Code Wilmington
Computer Software
✓ Following



Capital One
Financial Services
✓ Following



Diamond Technolog...
Information Technology
and Services
✓ Following



Bank of America
Banking
✓ Following



Barclays
Financial Services
✓ Following



Chatham Financial
Financial Services
✓ Following



Corporation Service ...
Legal Services
✓ Following



JPMorgan Chase & Co.
Financial Services
✓ Following