

# Facebook: A Social Network?

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For the past couple of years, Facebook has been known as a social website where you can share your personal thoughts, pictures, events, etc. You can invite all of your friends to a raging party at your house on a Saturday night or you can post up pictures from a dance party you went to yesterday while you were double-fisting two beers. Now, Facebook has become much more. 83% of employers Google you before they hire you and what usually pops up first is your Facebook page. More and more employers are looking at your Facebook page before they even call you in for an interview and most of them are disappointed in what they see and you will never receive a call. As college students and alumni, it is about time to clean up our Facebook pages. Facebook can now be used as a major networking tool and you do not want to throw that away so you can show off your party pics. Most all companies now have a Facebook page where you can interact and connect with them. Here are a couple tips for cleaning up your social page and how to network effectively on Facebook:

- Untag yourself, take down any photos of yourself where you are drinking or engaging in any illegal activity
- Make sure that your information is appropriate and is something that you would want your boss to see
- Set your profile as private
- Check your Facebook on a daily basis to make sure that friends have not tagged you in negative photos because you have no say what is on your Facebook when people are tagging you!
- Divide your FB friends into two groups: a personal group and a business group: you can do this by going onto FB and creating a new list of friends that you label PROFESSIONAL. Using your setting, you can divide everything between the two and create two separate Facebooks: one for social and one for business.
- Join groups on Facebook that match your career interests and become an active member of these groups

Although Facebook is mainly a social network, there are so many career opportunities can be gained. Jump on the boat and reap the benefits of turning your Facebook into both a social network and career networking opportunity.



