

# **Creating Your Presence Online**

## **The Do's and Don'ts**

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## **Creating Your Online Presence- The Do's and Don'ts**

In today's industry your online presence by way of social media can have as much impact on the success of your job search as your degree and skills. We are far beyond the era of simply have a working resume. Having Facebook, a LinkedIn profile, and twitter presence are all crucial components to getting a job. Below are a few tips that will help you optimize your social media presence and uses as well things to stay away from.

### **YOU-Online**

#### **Do adjust your Facebook profile accordingly**

##### **Don't just leave inappropriate content for everyone to see**

- Employers use Facebook as an “unofficial” background check what you are portraying online can be taken into account when be considered for a position. If your FB profile is filled with inappropriate content (ie. drinking, drugs and other lewd content) employers might think what they see online will be what they see in the workplace

#### **Do Create a LinkedIn profile worth looking at**

##### **Don't just do the bare minimum and leave it to collect “cyber-dust”**

- Be sure to make your LinkedIn profile interesting and a solid representation of your skills and career interests this is your online resume. Keep it fresh! If you are working on a new project add it in! Connect with people fellow classmates, alum, people from companies you have met or have interest in. Need help? See us in the CDO!

#### **Do Tweet!**

##### **Don't just follow other Twitter-ers**

- Not every 140 characters has to be engineering gold but keep your presence known. Re-tweet ENG competitions or links to your latest projects. It's important to follow industry related companies, topics, and organizations so you are in the know but let them know what you are thinking too! Be sure to keep it professional

## **Building and Maintaining Professional Online Relationships**

- **Don't add users as “friends” or “connections” without properly introducing yourself.**
- **Do take the time and effort to let others to get to know you. Share who are, what you've done, what you have to offer and what you are looking for.**
  
- **Don't randomly reach out to a contact that you barely know and start asking for favors.**
- **Do take the time and effort to get to know your contacts as people (not by their positions/job titles, status or perceived influence) and keep in touch even when seeking nothing.**

- **Don't make it just about you. Social media is not for talking incessantly about yourself and promoting only yourself without regard to those around you.**
- **Relationships are a two-way street. Do take the time and effort to cultivate relationships to that a mutual exchange of information, advice, referral, and support takes place on an ongoing basis**
- **Don't be pushy or stalker-like sending frequent invites or repeated requests for assistance will more than help**
- **Do connect and communicate with your network in moderation**
- **Don't add or reject new contacts or group affiliations hastily**
- **Do give yourself a moment to ponder and consider before responding to any group invites or "friend" requests**
- **Don't burn your bridges, especially not online**
- **Do maintain your professionalism. Even if criticism is warranted, bad-mouthing an individual/organization, and broadcasting your rant online will only reflect poorly on you not the subject of your rant. Remember once it's online it's there forever.**
- **Don't make private conversations public**
- **Social media is about connecting, conversing with and engaging people you wouldn't otherwise get to interact with. Ensure that the conversations you post online for to see cant potentially involve or engage everyone, otherwise, you will end up excluding some individuals and possibly offend the other participants of your posted conversation**
- **Don't tag your contacts in unflattering or inappropriate pictures or make suggestive remarks about your contacts that could negatively impact their online identity or affect their online relationships**
- **Do think about the consequences of your online actions both on you and your contacts**
- **Don't disclose any confidential or propriety company information or any private, personal details about individuals**
- **Do exercise discretion and maintain confidentiality in communication with others this is essential for success in the workplace**
- **Don't forget to say please and thank you!**
- **Do this both in person as well as online! Nothing speaks more volumes than always asking nicely and thanking someone when they've done you a favor or given advice!**