

# SOCIAL MEDIA & ONLINE PRESENCE



[www.svsu.edu/careers](http://www.svsu.edu/careers)

**SVSU Career Services is here to help** you navigate through the difficult terrain that is social media. With so many outlets for communication now available, it is hard to understand the guidelines for posting acceptable content to your profiles. By reviewing the following material, you can learn more about various social media channels while gaining a better understanding of how to maximize your usage to further your professional development.

## **FACEBOOK**

As most are aware, Facebook is the largest social media network to date. You can use it to have conversations, post pictures/videos, and catch up with old friends. Unfortunately, many Facebook users disclose more information than they should. If you don't edit your Facebook profile, it could have a significant impact on the way potential employers look at you as a candidate and might make or break the decision to hire you. **Clean up your page.** Remove and un-tag inappropriate photos, remove questionable wall posts, and edit your privacy settings for maximum security.

**You can use Facebook to your advantage.** By “liking” **pages of employers** and companies in which you are interested, it keeps you updated on what's going on in their world. It's impressive to a recruiter when you know current news about their company. Career Services also uses Facebook to post news, articles, events, along with career, internship, and co-op opportunities.

By “liking” **SVSU Career Services**, you will get special access to all of this **FREE** information that will help to foster your career and professional development.

## **TWITTER**

Twitter is used by many different organizations and users as another social media and networking tool. If used correctly, Twitter can be beneficial to your job search and to learning tips on career and professional development. By using strategic hashtags (e.g. #careers #resume #jobs #jobsinMI), you can find jobs that companies are posting on Twitter or advice on career development.

Many Employers have Twitter accounts dedicated solely to tweeting information about new jobs postings within their companies. It is a good idea to follow these accounts for upcoming news on the company and information that might be helpful in an interview. The more you know about an employer, the better off you will be. Remember, unless your tweets are private, employers can still search for you and see what you're tweeting, so be careful and mindful of the information that you are posting. If you have a job, be sure to add a disclaimer that your tweets are your own.

In addition, if you follow SVSU Career Services on Twitter, you will receive tons of tweets regarding events, career development tips and ideas, and job postings that we retweet from employers. Follow us @SVSUCareers.

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### LINKEDIN

LinkedIn is a **professional social network**. On LinkedIn, you will find over **300 million students** and professionals connecting from around the world. Instead of personal information, LinkedIn is like an electronic resume that houses information on your professional life including student status, occupation, skills, involvements, honors, and much more.

By making connections on LinkedIn with prominent SVSU alumni, colleagues, peers, and employers, you create a network of professionals. LinkedIn can be used to find jobs and opportunities, including a specific site for students seeking post-graduate employment ([www.linkedin.com/studentjobs](http://www.linkedin.com/studentjobs)). In order to have an effective LinkedIn profile, it must be complete and current. Collect recommendations from past supervisors or peers, join groups, follow companies and most importantly, maintain your network by using LinkedIn.

### SVSUCONNECT

SVSUConnect is a resource offered by Alumni Relations that enables SVSU alumni and students to network. Sign-up to SVSUConnect using your LinkedIn profile at [www.svsuconnect.com](http://www.svsuconnect.com). By using SVSUConnect, you can communicate with successful SVSU alumni in your field of study and seek mentorship and job shadowing opportunities.

### E-PORTFOLIOS

An electronic portfolio (ePortfolio) is a tool students and professionals use to showcase their academic and professional achievements via the Web. This visual representation of yourself allows employers to evaluate a comprehensive collection of your accomplishments and gauge your capacity for growth within their company. ePortfolios also demonstrate your organizational and communication skills as well as technological aptitude. When done correctly, your ePortfolio can be the first thing an employer finds if they Google you.

