CMAP Worksheet 11 – Evaluate Your Social Media Presence

Your online presence may be evaluated by employers before they review your résumé. A recent employer survey reports that more than 90% of hiring managers use social media to screen job candidates. Nearly 70% of those employers have rejected candidates based on their online image. With your future employment at stake, you need to make sure your social media presence enhances and promotes your professional image during the job search.

Evaluate Your Online Presence
Go to the Online ID Calculator at http://www.onlineidcalculator.com and follow the instructions. Answer the following questions.

In which grid of the Online ID four-box model do your results fall? _________________________________

What are your scores for the following?
  Purity _________________  Diversity _________________  Validation _________________

Using the results of the Online ID calculator, list one step you will take to improve your online presence.

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Evaluate Your LinkedIn Profile and Connections
If you haven’t created a LinkedIn profile, you can go to http://www.linkedin.com to get started.

Answer yes or no to the following questions.

_____  Is your LinkedIn profile in a résumé-style format using bulleted accomplishment statements to describe your work experience?
  Is the education section completed?
_____  Do you have at least three work or volunteer experiences listed?
_____  Do you have a professional photo of yourself in your profile?
_____  Have you included relevant awards, projects, and coursework?
_____  Have you joined at least three groups related to your career choice?
_____  Have you grown your network to 150 contacts?
_____  Have you included links to websites that demonstrate your professionalism?
_____  Do you have at least three recommendations?
_____  Have you filled out your skills section?

If you answered no to any of the questions above, what steps will you take to improve your LinkedIn profile?

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Evaluate Your Twitter Presence
If you do not have a Twitter account and would like one, go to http://www.twitter.com to get started.

List your Twitter bio below:

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Answer yes or no to the following questions.

_____ Is your Twitter bio friendly to your professional image?
_____ Is your username your name or does it reflect your professional image?
_____ Have you linked to professional information about yourself such as your LinkedIn profile, personal website, or digital portfolio?
_____ Is your Twitter background professional in appearance?
_____ Is your photo consistent with the professional image you want to portray to employers?
_____ Do you follow companies, industries, and professionals in your career field?
_____ Are at least 80% of your tweets professional or related to your educational experiences?
_____ Have you refrained from tweeting or retweeting controversial posts?
_____ Do your favorites support or at least do no damage to your professional image?
_____ Do you follow any Twitter job boards for your career or related industry?

If you answered no to any of the above questions, what action will you take to improve your use of Twitter to support your professional image?

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Evaluate Your Facebook Presence

If you do not have a Facebook account and would like one, go to http://www.facebook.com to get started.

Answer yes or no to the following questions.

_____ Do the photos on your page support professional or educational reputation?
_____ Have you removed questionable or controversial comments from your wall?
_____ Do you like companies and professionals related to your career field or industry?
_____ Have you set your timeline preferences so that nothing gets posted about you without your approval?
_____ Have you included links to professional articles, blogs, companies, your personal website, your digital portfolio, your Twitter account, and LinkedIn profile?
_____ Have you untagged yourself from professionally damaging photos?
_____ Do your Facebook friends have reputations that do not damage your professional image by friending them?
_____ Do you include professional or résumé-like information about yourself?
_____ Does your Facebook page reflect your personality without damaging your professional image?
_____ Is the content of your Facebook page appropriate for a potential employer to see?

If you answered no to any of the questions above, what steps will you take to improve how employers view your Facebook page?

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Visit the Career Center in Lucina Hall 220, M-F, 8 a.m. to 5 p.m. (7:30 a.m. to 4 p.m. summers)
In the Career Lab, Lucina Hall room 235, find the book Job Searching with Social Media for Dummies, JS ELE 8.5. Turn to page 206. List three places to find professional content to tweet.

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After completing this worksheet, how would you rate your overall online image?

_____ My online image is consistent with my professional image and enhances my internship or job search.
_____ My online image is fairly good, but could use some improvement to support my professional image.
_____ My online presence needs a total makeover.

Take advantage of Career Center advising services.

If you need your résumé, cover letter, or online image reviewed by a Career Center coach, come to drop-in advising M-W from 1-3 or TH-F from 10-noon. You can also schedule an appointment with a career coach through Cardinal Career Link at http://www.bsu.edu/careers/careerlink.

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