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 social media presence. Additionally, your online image can help hiring managers determine if your personality is a good fit for their companies. 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
Recruiters from nearly every industry take classes each year to learn advanced Google techniques that help them find and screen candidates. Conducting Internet searches on candidates is part of their job. You need to make sure that your use of social media is not a liability. You should conduct a Google search on your name to see what employers are learning about you. There are also some Internet tools to help you rate your online presence.

- Google Grader: https://brandyourself.com/
- Online ID Calculator: http://www.onlineidcalculator.com
- My Web Career: http://www.mywebcareer.com

Also use the following sites to help rate the strength of your online presence.
- Pipi at http://www.pipl.com is used by HR professionals to check public records, social media, and multimedia.
- Twitter Search at http://twitter.com/#!/search-home searches real-time feeds for your name and username.

Search engines, screening software, and LinkedIn rely on nouns and keywords to deliver search results. Your online profiles should contain nouns and phrases relevant to the jobs you are seeking. Check out job descriptions on job boards or use Google’s keyword tool to find relevant nouns for your industry. You can also check out the government’s Occupational Outlook Handbook at http://www.bls.gov/ooh/ to find relevant nouns to include in your online profiles.

Complete Your LinkedIn Profile
LinkedIn is the site employers prefer to use to find professional information about candidates. Nearly one out of every twenty LinkedIn profiles belongs to a recruiter, HR, or employment sourcing professional. Make sure your LinkedIn profile is filled out completely and carefully. The Career Center recommends the following strategies for your LinkedIn profile.

- Design your profile to look like a résumé, using bulleted accomplishment statements beginning with action verbs. LinkedIn has an “Apply with LinkedIn” button for companies to put on their pages that allows candidates to apply for positions using their LinkedIn profiles. At some point your LinkedIn profile may be printed by an employer. Use the PDF option to view what your profile looks like printed out.
- Complete the education section.
- List at least three work or volunteer experiences.
- Upload a professional photo (head shot only) of yourself.
- Use the LinkedIn option to shorten your profile URL and put it on your résumé, Facebook page, and Twitter account.
- Take advantage of the LinkedIn option to add sections to highlight your awards, projects, and coursework.
- Join at least three groups related to your profession or industry and participate to gain and demonstrate professional knowledge and grow your network.
- Invite LinkedIn members to join your network. Grow your network to 150 contacts.
- Include links to websites that demonstrate your professionalism.
- Include a link to your online portfolio or website.
- Access LinkedIn’s list of industries and follow companies. First sign in to LinkedIn. Then go to http://www.linkedin.com/companyDIR?industries=.
• Join the Career Center LinkedIn group.
• Keep LinkedIn strictly professional.

**Demonstrate Personality, Creativity, and Professionalism through Twitter**

Employers expect your Twitter account to be casual, to be creative, and to show your personality. The Career Center recommends the following strategies for your Twitter account:

- Your 160 character Twitter bio should be casual, reflect your personality, and be creative while demonstrating professionalism.
- Use a professional username. It is attached to every tweet, picked up by Google searches, and visible to employers. Use your name, an abbreviation of your name, or a keyword description of your profession.
- Link to your LinkedIn profile.
- Follow professionals, associations, and companies related to your career choice.
- During the job search keep 80-90% of your tweets about professional or educational topics.
- Keep your tweets public so they can be picked up by Google searches.
- Always use shortened URLs when tweeting.
- If you design a Twitter background, keep it clean and professional.
- Use a professional photo of yourself to keep your image consistent across your social media profiles.
- Retweet professionals, companies, and associations you are following to get noticed.
- Do not retweet controversial posts.
- Remember that the favorites listed on your page reflect your personal preferences.
- Take care when syncing Twitter with other social media, especially LinkedIn. If you want a tweet to go to your LinkedIn contacts, use the hashtags #in or #li.
- Follow the Career Center on Twitter at [http://twitter.com/CareerCTRatBSU](http://twitter.com/CareerCTRatBSU).

**Keep Facebook Job-Search Friendly**

Surveys have found that “fit” is the primary reason for hiring one qualified candidate over another. One of the best ways to demonstrate how well you can fit in at a company is by using social media to reveal your personality. Facebook is the perfect tool to show your personality. Keep your Facebook profile public so employers can determine that you are a good fit for their company or organization. Clean it up first and make sure that your personal revelations aren’t too revealing! The Career Center recommends the following strategies for your Facebook profile:

- Choose photos that show your personality and don’t damage your professional reputation.
- Remove questionable comments from your wall and from friends’ walls you posted on.
- Choose your friends wisely because that tells employers who you keep company with at school, at work, and at home.
- Like companies and professionals in your industry and career choice. Choose thes people you like wisely.
- Set your timeline so that nothing gets posted on it without your approval.
- Include links to professional articles, blogs, and companies, as well as your LinkedIn profile, website, and online portfolio.
- Untag yourself from professionally damaging photos.
- Review your settings under Timeline and Tagging.
- Use the information tab to store résumé-type information. Develop an “elevator pitch” to describe yourself professionally while showing your personality and creativity.
- Upload multimedia content to show work samples.
- Like the Career Center on Facebook at [https://www.facebook.com/bsucareercenter](https://www.facebook.com/bsucareercenter).

**Blog to Demonstrate Professional Knowledge**

Blogging about controversial subjects could adversely affect your job search. Blog about your profession, career, industry, internship, or a class project.

**Resources**

Visit the Career Lab in Lucina Hall 235 Monday-Friday from 8 a.m. to 5 p.m. (7:30 a.m. to 4 p.m. during summers) to use the following resources, or visit us online at [http://www.bsu.edu/careers](http://www.bsu.edu/careers).

- Job Searching with Social Media for Dummies
- Find a Job Through Social Networking
- The Twitter Job Search Guide


Find links to help you use social media in your job search at [http://www.bsu.edu/careers/links](http://www.bsu.edu/careers/links). Scroll down to the “Networking” category.

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If you need adaptations or accommodations for any of our educational programs or publications because of a disability, please contact Career Center.

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