

# MIND YOUR MEDIA

## How to Clean Up Your Social Media for Jobs & Internships

Sources: careersavvy.co.uk



Social media is a great tool to share your life with friends, family, and supporters; but, when it comes to potential employers, they may be able to access more aspects of your life than you were planning to share.

Here's a guide to cleaning up your social media.

### Start with Google

Google yourself and get a feel for the digital footprint you've left behind. Check **Google Images** too!

### Delete. Delete. Delete.

Tagged pictures & angry posts have to go. If you don't want to delete, try changing permissions for who can see what you post.

### Keep it Private

Controlling who has access to your accounts decreases the chances employers will see something unfavorable.

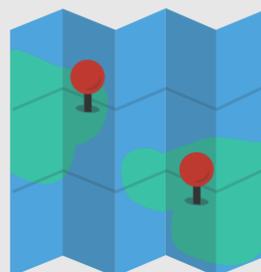


## What do employers look for on social media?



45%

Check your qualifications



50%

Check your interests & hobbies



48%

Check for posts involving drinking or drugs



57%

Check your professional image

## What's the best way to use your social media?



If an employer wants to know more about you, chances are they'll check LinkedIn. Create an active, professional page that shows your interest in your field. A good headshot and some endorsements can definitely help!



Specify who gets to see your new posts by using the "Who should see this" feature to the left of the post button. Have any accomplishments to announce? Make them public so your potential employer can see.



Being Instagram-savvy is a highly sought-after skill. If you have a particular interest or hobby, try creating an Instagram page for it. It will give you a chance to show off your skills without sharing your day-to-day life.



Be self-aware and vigilant. If you post controversial content, make your tweets private. If you're looking for a new position, delete tweets and retweets that might damage your brand.