SOCIAL MEDIA PLATFORMS

THAT ARE COMMONLY USED FOR SCREENING NEW APPLICANTS:

FACEBOOK

Facebook is a social networking platform designed to connect people and facilitate communication. Its purpose is to help individuals stay in touch with friends and family, share content, and discover information. Best practices on Facebook include using privacy settings to control your audience, being mindful of the content you share, engaging with others in a respectful manner, and avoiding the spread of misinformation.

INSTAGRAM

Instagram is a visual-oriented platform where users can share photos and videos. It focuses on creativity, self-expression, and visual storytelling. The platform is ideal for individuals and businesses looking to showcase their visual content and engage with a wide audience. Best practices on Instagram involve posting high-quality and engaging visuals, using relevant hashtags, engaging with followers, and maintaining a consistent posting schedule.

TIK TOK

TikTok is a short-form video platform that emphasizes creativity and entertainment. Users can create and share short videos, often featuring music, dancing, comedy, or educational content. The platform is popular among younger audiences and content creators. Best practices on TikTok include creating engaging and visually appealing videos, using popular hashtags, participating in trending challenges, and engaging with the TikTok community.

TWITTER

:Twitter is a microblogging platform that allows users to share short messages called tweets. It is known for its real-time nature and enables users to follow and engage with a wide range of topics and individuals. Twitter is commonly used for news updates, conversations, and networking. Best practices on Twitter involve sharing concise and engaging tweets, using relevant hashtags, following and engaging with relevant accounts, and fostering respectful discussion

LINKEDIN

LinkedIn is a professional networking platform designed for career development and business connections. It allows individuals to showcase their professional achievements, build a professional network, and find job opportunities. Best practices on LinkedIn include creating a detailed and professional profile, actively engaging with connections, joining relevant professional groups, and sharing industry-related content.

TOP 5 SOCIAL MEDIA RED FLAGS

It's crucial for job seekers to be aware of the potential impact their social media presence can have on their professional image. Regularly reviewing and curating your social media profiles, maintaining a positive and respectful online presence, and being mindful of the content you share are essential practices to avoid any negative impressions on potential employers.

Inappropriate or Offensive Content: Employers are discouraged by posts or content that contains discriminatory language, offensive jokes, or inappropriate images.

Unprofessional Behavior: Employers may be concerned if an applicant's social media profiles showcase unprofessional behavior, such as engaging in excessive partying, displaying aggressive or disrespectful language, or sharing content that portrays them in a negative light.

Negative Comments about Previous Employers or Colleagues: Speaking negatively about previous friends, family, employers or coworkers, can raise concerns about an applicant's ability to work collaboratively and maintain a positive and constructive attitude in the workplace.

Inconsistencies with the Job Application: If an applicant's social media profiles contain information or qualifications that contradict what was provided in the job application or resume.

Misrepresentation of Qualifications or Credentials: Employers are wary of applicants who misrepresent their qualifications, experience, or credentials on social media.

TOP 5 SOCIAL MEDIA GREEN FLAGS

It's important for job seekers to be mindful of their online presence and consider how their social media profiles may be perceived by potential employers. Presenting a professional image, showcasing relevant skills and experiences, and maintaining a positive and respectful online presence can greatly enhance their chances of impressing employers during the hiring process.

Professionalism and Positive Image: Employers often assess an applicant's social media presence to gauge their professionalism, including their ability to present themselves appropriately, maintain a positive image, and demonstrate good judgment online.

Evidence of Relevant Skills and Qualifications: Employers may seek out social media profiles to validate an applicant's claimed skills, qualifications, and experiences.

Cultural Fit: Employers are interested in assessing an applicant's fit within the company's culture. They may look for shared values, interests, or affiliations that align with the company's mission and values.

Professional Networking and Industry Engagement: Employers often review an applicant's LinkedIn profile to evaluate their professional network, connections, and engagement within their industry.

Demonstrated Creativity and Problem-Solving Abilities: Social media platforms like Instagram, YouTube, or TikTok can provide insights into an applicant's creativity, innovation, and problem-solving skills. Employers look for original and engaging content that showcases a candidate's ability to think outside the box and approach challenges in unique ways.

REINVENT YOURSELF!

	CURRENT PROFILE NAME	NEW PROFILE NAME
Email Address	_____	_____
Facebook	_____	_____
Instagram	_____	_____
Tik Tok	_____	_____
Twitter	_____	_____
LinkedIn	_____	_____

List 3 social media platforms employers from your career field are likely to use for their organization.

_____ _____ _____

We highly suggest...

Use your new email address and social media profile pages to curate a professional digital identity for yourself. Be selective about the friends and family that you connect with/follow. Think of these pages as brag books and digital resumes. Use them for job applications and college/military applications.

Content to Post:

- accomplishments
- appropriate photos
- content that illustrates who you want to be in the future
- show your creativity, innovative ideas and endeavors
- Show your problem-solving skills.

HOMEWORK!

Create a LinkedIn Profile Page. You must be at least 16 years old to create a LinkedIn page. **If you are under 18 ask your parent/guardian for permission to open an account.** Instructions for starting your page are below:

1. Go to www.linkedin.com.
2. Sign up. Click on "New to LinkedIn? Sign Up". Don't forget to use your new professional email address.
3. Complete the prompts in each step.

Instructional Video: bit.ly/LinkedInInstruct

You can add a resume to your profile. A basic student **resume template** has been provided on the next page.

RESUME TEMPLATE

FIRST & LAST NAME
[Your Address | Phone Number | Email Address

CAREER OBJECTIVE
1-2 sentences expressing your career goals. This may change based on the intention of the resume.

EDUCATION
School Name, Class of _____, GPA

ACHIEVEMENTS
Achievement, Year Started - Year Ended
Example: Volleyball, 2020-2023
National Honor Society, 2021-2023

VOLUNTEER EXPERIENCE
Month, Year Started - Month, Year Ended (or "Present")
Volunteer Role or Position, Organization/Business Name

Month, Year Started - Month, Year Ended
Volunteer Role or Position, Organization/Business Name

WORK EXPERIENCE
Month, Year Started - Month, Year Ended
Job Title, Organization/Business Name
- Job Duties

Month, Year Started - Month, Year Ended
Job Title, Organization/Business Name
- Job Duties

EXTRACURRICULAR ACTIVITIES
Activity, Year Started - Year Ended
Example: Volleyball, 2020-2023

SKILLS
- List Skills
- Example: CPR Certified
- Coaches Award, Volleyball, 2023
- Student of the Week, 2022

REFERENCES
- Reference Name, Title, Phone Number, Email
- Example: Susan Tolliver, Boys & Girls Club, 904.123-4567, stolliver@bgclub.com