Creating a Positive Image in Social Media

Internships & Career Placement
University Southern Maine

Created by: Emma Kilgore
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What to take away 5 Main Points

• Everything is public
  • Social media can help with your career search
  • Employers are looking at your social media sites

• Who are your friends? What does it mean to have “friends”? 

• What do you want your public “brand” to be? Aka who are you online?
According to a new CareerBuilder survey,

- 37% of companies say they use social networking sites to research job prospects.
- 15% say their company prohibits the practice.
- 11% report they don’t use social media now but plan to start using it for screening.”
How are employers using social media?

• To check against resumes

• To know more about the candidate

• To help with their decision making
Examples
The Good
The Bad
And
The Ugly
What would you think if you saw this?
Or Read this....

Wow its raining and it feels an smells soo goood yaaay no dust for my quad ride today..... Im like a dog ,walk me, feed me or take me for a ride ill be a happy beeeee :-)
Would You Hire These people?

OMG I HATE MY JOB!! My boss is a total pervy wanker always making me do shit stuff just to piss me off!! WANKER!
Yesterday at 18:03 · Comment · Like

Hi [redacted], i guess you forgot about adding me on here?
Firstly, don't flatter yourself. Secondly, you've worked here 5 months and didn't work out that i'm gay? I know i don't prance around the office like a queen, but it's not exactly a secret.
Thirdly, that 'shit stuff' is called your 'job', you know, what i pay you to do. But the fact that you seem able to fuck-up the simplest of tasks might contribute to how you feel about it.
And lastly, you also seem to have forgotten that you have 2 weeks left on your 6 month trial period. Don't bother coming in tomorrow. I'll pop your P45 in the post, and you can come in whenever you like to pick up any stuff you've left here. And yes, i'm serious.
Yesterday at 22:53

Felony Traffic Offense Dui And Serious Bodily Injury To Another

about an hour ago · Share

Yikes!
What About Twitter?

I can't believe my grandmothers making me take out the garbage. I'm rich, fool. This is going to happen. I don't need this shit.

Okay, now I am really working. I promise, no really I am!

Okay, I am working, but my heart would rather play with Twitter!

I just got to work (Oracle), and I am doing as little as possible.

Bcuz I was still heavy when we filmed in July. That's what you're gonna see Jan 5th. I don't give a , I feel great now & that's all that matters.
LinkedIn
Good Examples
Good Examples

• My Katie is all grown up and signed. Congrats, and best of luck in the big city!

• I love you, USM
  ▫ It's great that you have such a strong connection to your Alma Mater. I still do too. :-)

• I am running Champion the Cure 10K in memory of my father on August 18th on the Women Running Wild Team

• Officially on vacation! Let the fun begin! Color run tomorrow and family vaca in nh then to Maine!
Good Examples of Tweets

Motivational Quotes
@DavidRoads
Devote today to something so daring even you can’t believe you’re doing it. -Oprah Winfrey

@jasonbhart
try the pigs in a blanket at CatHouse. They are a fan favorite. I'm also partial to the mac & cheese balls
6:25 PM Jan 14th from web in reply to jasonbhart

@michaelianblack
Michael Ian Black
Okay New York, you've legalized gay marriage. Can you now please outlaw everybody peeing all over everything?

@BarackObama
@BarackObama
Congrats to Michael Phelps for breaking the all-time Olympic medal record. You’ve made your country proud. -bo

@oliwawilde
olivia wilde
in a thousand years archeologists will dig up tanning beds and think we fried people as punishment.

8:32 PM - 31 Jul 12 via web · Embed this Tweet
What Might Cost You The Job

- Provocative/inappropriate photos or information
  - Evidence of drinking or using drugs
  - Poor communication skills
- Bad-mouthed previous employer
  - Discriminatory comments
  - Lied about qualifications
What Employers Like to See

- A Good feel for your personality
- Professional image
- Background information supports professional qualifications
- Well rounded with a wide range of interests
- Great communication skills
- Creative
- Great references
Tips

- Set the privacy settings on Facebook
- Employers also look at blogs so keep that on par with your Facebook
- How many of your ‘friends’ on Facebook do you actually know?
- Put yourself in employers shoes, would you hire you?
What Sites are Employers Frequenting Most?

- Facebook
- Linkedin
- Twitter
- Blogs

[Image from socialmediainbusiness]
Resources

Joe Austin, Executive Director Student Success
Emma Kilgore, Graduate Assistant
Office of Internships and Career Placement
122 Payson Smith Hall
austin@usm.maine.edu
ekilgore@usm.maine.edu
207-228-8555

Other resources:
- USM Student Success Career Investigation
  http://www.usm.maine.edu/success/
- USM Experience.com
  http://usm.experience.com/er/security/login.jsp
- O*NET – Occupational Network
  http://www.onetonline.org/
- Career Builder http://www.careerbuilder.com/