Social media is a powerful way to represent your professional brand online. Recruiters look for an applicant’s online persona and the information they find can either deter them from or encourage them to hire one candidate over another. By conscientiously thinking about your social media presence, you will be able to showcase your professionalism, position yourself as a forward-thinking applicant, build stronger industry connections, and increase your attractiveness overall to future employers. When you begin to curate your social media presence while in college, you’ll be able to seamlessly use social media throughout your Post-Oxy career as well. *Source: LinkedIn employer survey

Learn About Potential Careers
Follow specific companies on various platforms to get their most current news and job or internship announcements. See if there are any industry groups you can join online and use these discussions to gain insight into careers you may be interested in. Once you start applying for positions you will be able to utilize this current knowledge and awareness of an industry as a way to stand out from other candidates.

Showcase Your Growing Expertise
Share relevant articles on your accounts or analyze industry trends on a personal blog to represent your level of professional interest in a particular field. Begin contributing to the groups you’ve discovered to engage in a professional dialogue while you connect with others in that field.

Align Your Online Presence with your Industry
If you plan to pursue an industry that requires strong federal background checks or prefers anonymity, you will need to be especially selective with your privacy settings and/or what you share online. Some fields, however, such as marketing or other creative industries, will look for candidates with a dynamic social media presence that shows both career interests and personality. As you learn more about a particular field you will be able to develop a professional online brand that is appropriate for your career goals.

*70% of employers have rejected a candidate because of information found online. 85% of employers look for a professional online persona when hiring.
TIPS BY PLATFORM

LinkedIn
• LinkedIn is the world’s largest professional network and serves as a virtual resume, making it the first stop in creating a professional brand.
• LinkedIn has job postings as well, go to students.linkedin.com for a link to internship and entry-level opportunities that you would be qualified to apply for.
• There are over 10,000 Oxy alumni and 2,000+ current and past faculty, administrators, and staff using LinkedIn. Connect with our community and build a network as you build your professional brand.
• Refer to the Career Services LinkedIn guide for specific tips to create a professional profile.

Facebook
• Don’t overlook the opportunity to connect with your personal network on Facebook. Even as you share personal updates you can represent your professional brand by avoiding any posts, comments, or photos that would detract from a professional image.
• You may want to avoid friending professional connections and instead direct them to LinkedIn, in order to balance your personal and professional networks.
• Make sure that the people who can see your profile are the people you want to see your profile. It’s recommended to allow only Friends to view the bulk of your profile information. Allow “Friends of Friends” to see very basic information, such as your profile picture and current location, to help new Friends find you.

Twitter
• Use Twitter to follow thought-leaders and organizations while you continue to build your industry and career knowledge.
• Share content that reflects your professional interests and you’ll establish professional connections on this platform as well. Use relevant hashtags connected to the article or commentary of an industry to allow your profile to be found by people outside your existing circle of followers.
• Join Twitter Chats to engage in professional dialogue with an industry and to make new connections.
• If you currently use Twitter to interact with your friends only, you could consider making that account private and starting a separate public account that can serve as your professional interface.

Instagram
• Use this platform as a visual way to communicate your professional brand and career interests.
• Hashtags connected to an event, location, or industry will allow your profile to be found by people outside your existing circle of followers.
• Follow companies and notable professionals on this platform.
• If you currently use Instagram to interact with your friends on a private setting, you may consider making a separate public account that can serve as your professional interface.