

# Social Media Guide

The job search and application process aren't limited to just the résumé, cover letter, and interview. With the increase of companies, organizations, and individuals turning to social media, it is important for students and recent graduates to understand how to best leverage these resources with professionalism. Your online presence is an important aspect of your career development. Through various social media platforms, you have the ability to brand yourself and make connections in meaningful ways. Below are common platforms and some tips for using each one in personal and professional development.

## LinkedIn

LinkedIn is the professional response to social media that will help in your transition from college student to working professional. Think of it as a business meeting with over 300 million in attendance, and that includes professionals and companies from all industries and backgrounds all over the world. Not only does LinkedIn give you the opportunity to create a professional profile (virtual résumé) and make "connections," it is also a powerful tool for job and internship searches. Millions of recruiters use LinkedIn to search for prospective employees, so build a complete profile and stay active in groups and discussions. You can even create your own customized LinkedIn URL using your name, giving you more control of what employers find when they "Google" you. Just as we do with résumé critiques, we can assist you in building a profile on LinkedIn.

- [Join our LinkedIn Group](#)
- [LinkedIn's Resource Page for Students and Recent Grads](#)
- [LinkedIn Tips for Recent Grads](#)
- [What College Students Should Post on LinkedIn](#)

## Twitter

Twitter is a micro-blog that allows users the opportunity to access important information quickly. Companies are able to easily share information about job or internship opportunities and engage with other industries and professionals about current events. Although it might not be as important for you to "tweet" information, it is beneficial to use as a news source and to stay connected to employers for new opportunities.

Just like anything else on the Internet, you want to make sure the information you are receiving is accurate. With the ability to create accounts under any name and/or email, sometimes knowing which accounts are legitimate can be tricky. Twitter helps you find accredited accounts through an easily recognizable [blue check mark](#) included in the profile of an account.

- Follow us on Twitter: [@UCcareerdevelop](#)
- [Using Twitter in the Job Search](#)

## Facebook / Instagram

Facebook and Instagram are most commonly used in personal interactions. Although many companies and organizations use them, it is important to understand the difference in managing these platforms. It is a good idea to follow pages of companies or organizations that interest you, as it allows you to stay abreast of opportunities and engage with employers in a more relaxed setting. Like Twitter, Instagram uses [verified badges](#) to confirm authentic accounts.

When using these platforms, make sure you manage your personal privacy settings. Some employers use Facebook and Instagram as screening tools, and if you represent yourself in an unprofessional way, it could hinder your opportunities. Likewise, exercise good judgment about whom you choose to friend or follow as they, too, can be a reflection of you.

- Follow us on Instagram: [@UCcareerdevelop](#)
- [Facebook's Privacy Settings and Policies](#)
- [Instagram Privacy Settings](#)



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