Professionalism and Social Media

Remember:
- Be professional on all your social media sites.
- Keep your content updated.
- Be present by commenting positively on what you see.
- Connect with others, especially in your field, and offer help whenever possible.

Facebook is a social media site for connecting with friends and family.

Why should I use Facebook?
Facebook is a great way to stay connected to people you know. Facebook Pages are also helpful for organizations looking to connect with their customers and partners.

How do I get started?
- Update your work and education history.
- Share links to professional media.
- Post about your projects and activities.
- Like groups or organizations that are relevant to your field.
- Be mindful of pictures that you or family/friends post.

LinkedIn is a professional networking site which allows you to connect with people in your field of interest and highlight your professional experiences and achievements.

Why should I use LinkedIn?
Having a LinkedIn profile is a great way to take control of your professional image online. It is also a useful tool for connecting with others in your field and staying up-to-date with career-related news and information.

How do I get started?
- Create a profile with a professional picture. Refer to our LinkedIn: Building a Great Student Profile resource.
- Use the summary and job description areas to highlight your strengths and experience.
- Under Contact Settings, you can state that you are open to “career opportunities.”
- Join groups that relate to your field and participate in discussions. This helps you connect with professionals, as well as to stay up with best practices in your field.
- Be careful accepting the invitations of people you do not know. Evaluate the strength of that connection and determine if you have mutual connections.
- Ask previous employers or faculty for recommendations.

Twitter is a social media tool which uses short status updates called “Tweets” to connect people all over the world.

Why should I use Twitter?
Twitter allows you to connect with people who are outside your normal network of friends, family, classmates, and coworkers.

How do I get started?
- Create your profile and a one-line bio which describes your passions or experience.
- Retweet or use the “@” symbol to tag other users and connect with people in your field. Promote the work of others, a project you have done, or participate in a discussion about your field.
- Use hashtags (#) to tag your posts with keywords that make them searchable by others with your interests.

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