

Social Networking Dos and Don'ts for Professionals

DO	DON'T
<ol style="list-style-type: none"> 1. DO use privacy settings on all your profiles. 2. DO use social networking tools to promote a professional "brand" for yourself. (LinkedIn is great for this.) <ul style="list-style-type: none"> • What is most unique and marketable about you? • What are you working on that other clients or professionals would be interested in? • What education, training, or experiences are you pursuing to make you a finer-honed professional? • What have you recently published, produced, presented on, etc.? • What prominent professional events will you be attending (conferences, competitions, etc.)? • Write in an interesting "voice." • Keep your profile updated. 3. DO consider your brand carefully. <ul style="list-style-type: none"> • You have an online brand, whether you're aware of it or not. Everything posted about you contributes to your online image. • When someone hears your name, what do you want to come to their minds? Ensure that everything in your social network profiles reinforces this image. 4. DO contribute to groups or forums relevant to your field of interest. <ul style="list-style-type: none"> • Be selective. • Write a blog or contribute to a list-serve or online discussion forum. Sharing expertise builds your brand image as a competent professional. • Post information or links valuable to other forum members. • Provide links to your posts on your social networking sites. 5. DO ask for LinkedIn endorsements from clients, employers, and business leaders familiar with you and your work. 6. DO check out company Facebook sites for insider information about company culture. <ul style="list-style-type: none"> • Many companies now have Facebook pages that show a different face of the company than their corporate website does. • Even if the communication on these sites is casual, be sure that you are completely professional. You could be under the scrutiny of a corporate recruiter. • Make sure your screen name is appropriately professional. 7. DO connect with company recruiters or internship coordinators on LinkedIn. 	<ol style="list-style-type: none"> 1. Don't give employers, clients, or colleagues access to any social network content that casts an unprofessional shadow on you. (See CSD's <i>How Private is Your Private Life?</i> handout: (http://www.regent.edu/admin/stusrv/student_dev/docs/Downloads/Software/SocialNetworking/HowPrivatelsYourPrivateLife.pdf). 2. Don't post any info that is privileged, confidential, or could reflect negatively on an employer. <ul style="list-style-type: none"> • "Leaks" or gripes (even legitimate ones) make you look untrustworthy or like a poor team player. 3. Don't post any inappropriate content – photos, videos, or language. 4. Don't forget that others can see your friends and their content, unless you've made your friend list private. 5. Don't turn off email notifications of tagged photos or videos being posted by others in Facebook. <ul style="list-style-type: none"> • You need to be aware of anything others are posting about you. A photo they think is funny could wreck your professional brand. • When you get a notification of being tagged, check out the item in question and un-tag yourself if the item could harm your brand. 6. Don't expect your brand to take care of itself.