Social Networking Dos and Don'ts for Professionals

DO	DON'T
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.)** • 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.** • 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.** • 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.** • 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.**	1. **Don't give employers, clients, or colleagues access to any social network content that casts an unprofessional shadow on you.** (See CSD's *How Private is Your Private Life?* handout: (http://www.regent.edu/admin/stusrv/student_dev/docs/Downloads/Software/SocialNetworking/HowPrivateIsYourPrivateLife.pdf). 2. **Don't post any info that is privileged, confidential, or could reflect negatively on an employer.** • "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.** • 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.**