ONLINE REPUTATION & DIGITAL IDENTITY

Did you know?
- **an estimated 70% of employers screen candidates using social media before hiring**
- **85% of employers say a positive online reputation influences hiring decisions**

DO:	DON'T:
• Set your social media profiles to **private,** unless the account is for professional use • **Google yourself**, i.e. search for your name through internet search engines to make sure you are comfortable with what results are viewable • Use your **real name** in your email address • Set up a professional **voicemail greeting** on your mobile phone	• Profile pictures are public by default. Do not post an inappropriate profile picture and check your previously posted profile pics, too • Online posts are very likely to be publically searchable so don't comment online unless your comments are appropriate, civil, and reflect professional expertise

POPULAR SOCIAL MEDIA PLATFORMS WITH EMPLOYERS:

LEVERAGING YOUR DIGITAL IDENTITY:	WANT TO READ MORE?
• Many employers are looking to hire employees that understand **social media marketing**. Talk this skill up in your interview! • Consider developing an employer focused **e-portfolio** including copies of your resume, reference letters, certifications, list of professional presentations, and samples of work or accomplishments relevant to the job • Participate in **digital networking** online through professional organizations and civic groups that match your career goals and follow this up with in person volunteerism and community involvement • Subscribe to **Google Alerts** – You can choose to be alerted when your name appears online or get alerts on a topic relevant to your career field. Once activated, Google will send you relevant items as they are posted online	**How to "clean up" your social media presence before a job-search:** https://transparency.kununu.com/how-to-clean-up-your-social-media-presence-before-your-job-search/ **5 Ways To Establish A Personal Brand On The Internet:** https://www.forbes.com/sites/ashleystahl/2018/03/08/5-ways-to-establish-a-personal-brand-on-the-internet/#248e2dd02eba

Contact StudenLife@nccc.edu to schedule an individual resume or cover letter review session, or to schedule a mock interview.