

# Career Readiness Series Workshop

## “Social Media Do’s & Don’ts + Networking”

### Presenter

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# Workshop Overview

**What's your digital footprint? Employers might be looking to get the dirt on you. In this workshop you will learn how to:**

- Develop a clean social media presence
- Leverage the power of social media outlets to find opportunities
- Build your professional brand

# Social Media Do's & Don'ts

# What is Social Media?

- Interactive online technologies
- Facilitates the creation and sharing of information, ideas, career interests and other forms of expression
- Virtual communities and networks



# Social Media Platforms + Usage

## Social/Professional

- < Facebook
- < Twitter
- < LinkedIn
- < Handshake
- < YouTube

## More Social than Professional

- < Pinterest
- < Google+
- < Instagram
- < Snapchat



# Professional Social Media Usage

## Purpose:

- Promote/market self
- Showcase your professional brand
- Connect with professionals, colleagues, and peers
- Explore career interests
- Research companies/organizations
- Share accomplishments, career moves, and career interests
- Professional development (join groups, follow news interests/inspirational leaders, learn about/share opportunities and knowledge)
- Search, apply, and get recruited for jobs and internships
- Ask questions, share content, get ideas

# Social Media Presence

## Why is it important to have a Clean Social Media Presence?

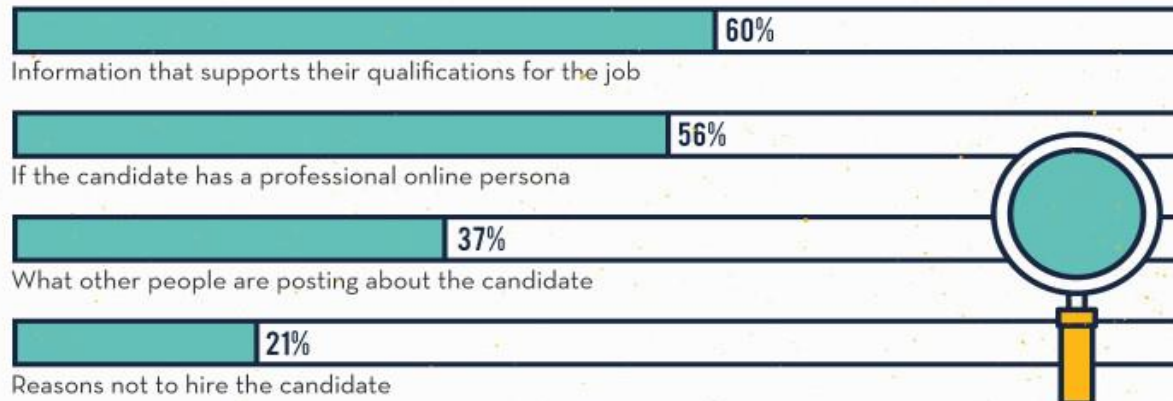
Social Media Sites Used for Recruitment	2011	2013	2015
LinkedIn	95%	94%	96%
Facebook	58%	54%	66%
Twitter	42%	39%	53%
Professional or association social networking site (other than SHRM Connect)	23%	29%	35%
Google+	•	8%	12%
YouTube	•	8%	11%
Instagram	•	•	7%

# Social Media Presence

## Why is it important to have a Clean Social Media Presence?

### DIGGING FOR DIGITAL DIRT

When researching candidates online, employers say they're looking for the following:



**52% Employers Scan Candidates' Social Media Profile Before Interview**  
(DazeInfo.com, 2015)



# Social Media Presence

## Why is it important to have a Clean Social Media Presence?

### Top 5 Reasons Employers Pass on Applicants Due to Social Media Posts

*Careerbuilder.com Survey*

According to an April 2016 [survey by careerbuilder.com](#), 49% of hiring managers who screen candidates via social networks said they've found information that caused them not to hire a candidate.

#### TOP FIVE TYPES OF CONTENT THAT ARE A TURN-OFF TO EMPLOYERS

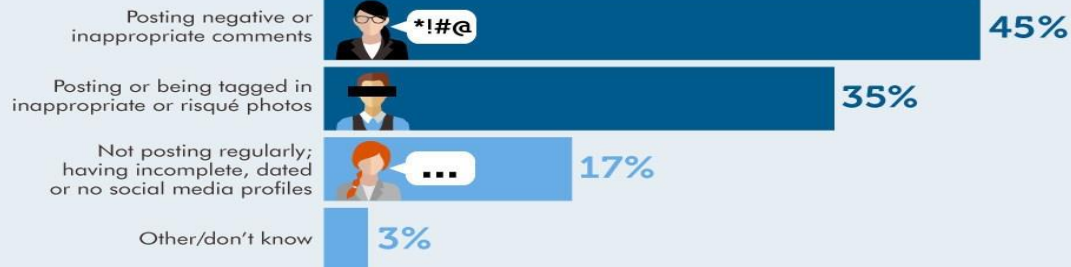


# Social Media Presence

## Why is it important to have a Clean Social Media Presence?

### SOCIAL MEDIA MISTAKES

Most common social media mistakes professionals make that reduce their chances of being hired:



2016 Office Team  
Survey 307 U.S. HR  
Managers

Source: OfficeTeam survey of 307 U.S. human resources managers

**OfficeTeam**  
A Robert Half Company

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# Social Media Presence: Do's

**What should you do to make sure your presence is clean?**

- Understand the purpose of the media
- Provide intelligent comments (critical thinking)
- Photos are good as long as they are appropriate (professionalism)
- Write well (communication)
- Adjust security settings (digital technology)



# Social Media Presence: Don'ts

## What should you NOT do?

- Assume that connections like/know you
- Don't confuse professional outreach with personal
- Don't rant
- Don't post questionable photos ANYWHERE
- Don't tag/be tagged---monitor
- Avoid political posts
- Avoid engaging in arguments

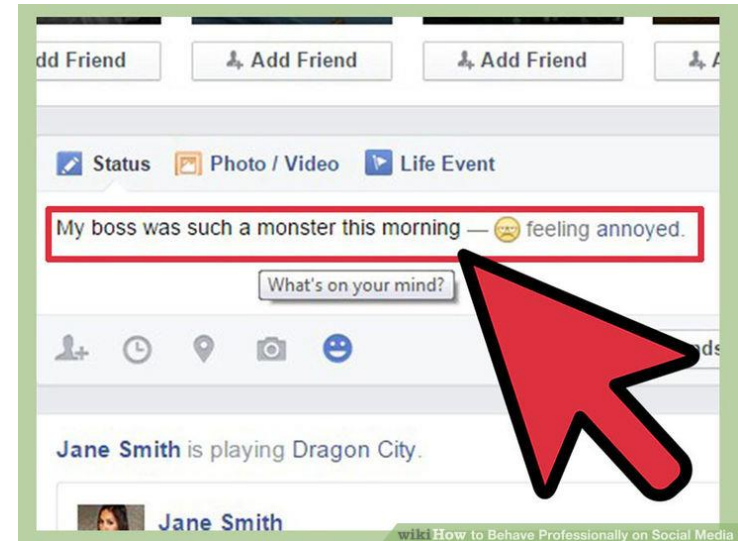


# Social Media Presence: Don'ts

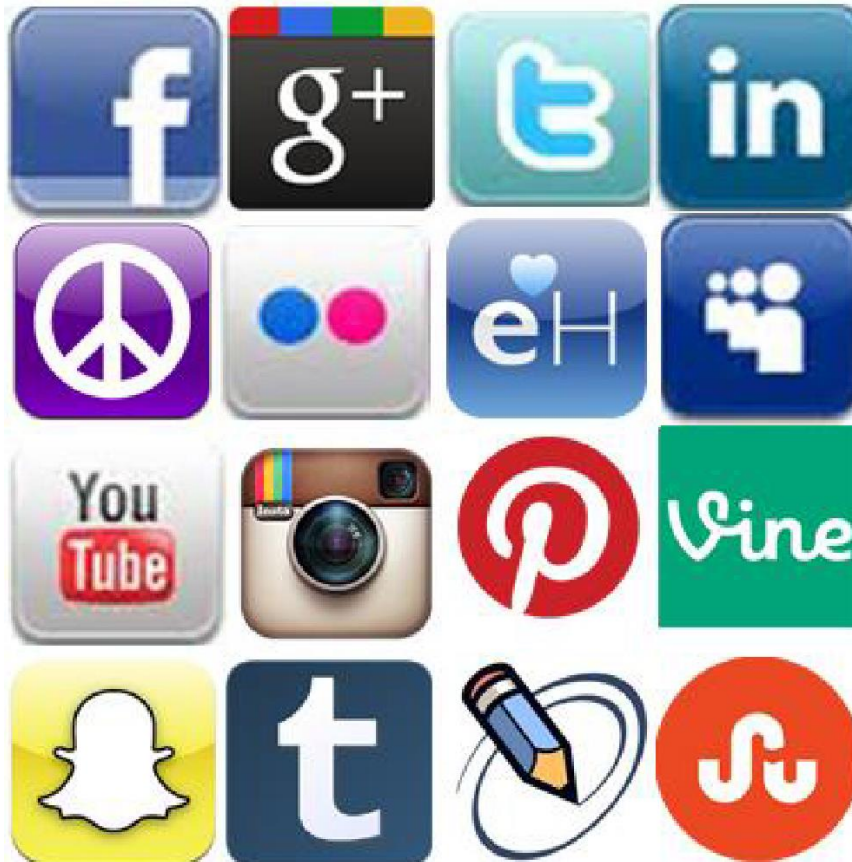


## Perception/Impact

- Poor communication skills
- Poor professional judgement
- Might appear negative/inappropriate
- Could cause you to lose out on a professional opportunity



# Social Media Presence: Where are you?



- What comes up if you Google your name?
- How clean are your social media sites?

# Online Reputation & Your Brand

## How you appear online can directly impact your career!

- From job offers to college acceptance letters, promotions to business partnerships and even first dates – your online personal brand influences your life more than you may realize.
- People look you up online before deciding to work with you, admit you, or even date you. And what they find directly impacts their decision to accept or reject you.
- Negative content about you online damages not only your reputation, but your earning potential. On the flipside, positive search results and content online boost your earning potential while opening doors for you.

# Before You Post: Ask Yourself These Questions

- **Do I want my boss/teacher/child/parent to see this?**
  - If the idea of someone outside of your immediate friend group seeing/reading your post makes you cringe...don't post it.
- **Would I do that on TV?**
  - Instead of posting something on social media, pretend that it's being shared on cable. How does that feel?
- **Are people going to have a lot to say about this?**
  - If the answer is "yes", are you okay with that? How would you feel if this went viral?



# Before You Post: Ask Yourself These Questions

- **Is this actually funny?**

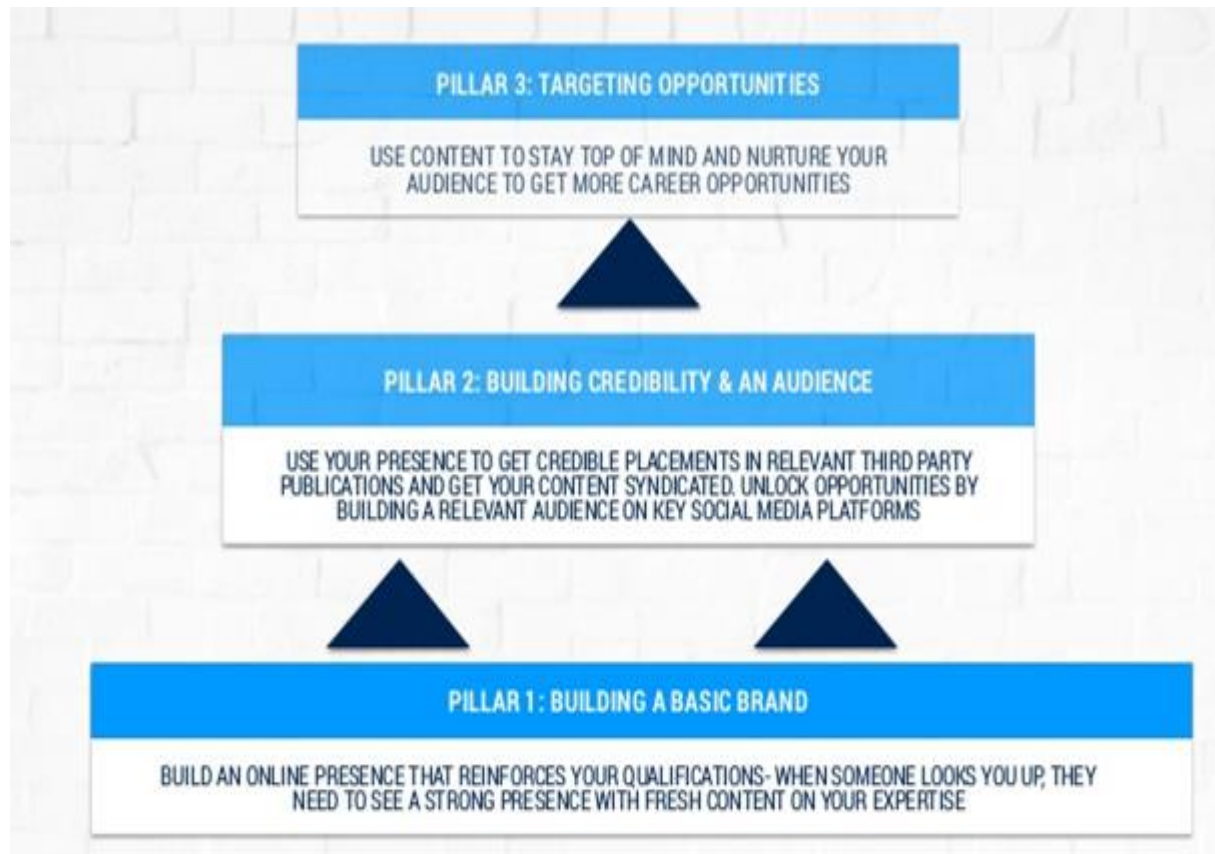
- People tend to get in trouble when they make jokes on social media and it's taken out of context. Is that what's happening here?

- **Do other people need to see this?**

- The more you post, the greater the chances you'll make a mistake. Be selective about what you post.

# Building a Strong Professional Brand

## 3 Pillars of a Strong Brand



<https://brandyourself.com/university/guide/building-a-strong-personal-brand>

# What is Your Brand?

## Define Your Social Media Voice

### YOUR AUDIENCE

*Demographics?  
Location?  
Occupation?*

### YOUR LANGUAGE

*Casual?  
Professional?  
In-between?*

Your  
Social Media  
Tone

### YOUR TONE

*Cheerful?  
Serious?  
Concerned?*

### YOUR PURPOSE

*To Instruct?  
To Inform?  
To Entertain?*

CoSchedule

**What do you stand for?**

**What do you want people to see/know about you?**

**How do you want to be perceived?**

# Networking

# What is Networking?

- Talking with people who will learn about you and your interests, and then help you gain insight into your career options and goals
- It is a **two-way** process that involves developing **and** maintaining connections with individuals, and mutually benefitting from the relationship
- Is an ongoing process that takes time and attention; it is **not** something you do only when you are looking for a job

# What is Networking?

- Successful networking requires **preparation** and **practice**
- Networking can be done in-person and online. A valuable tool for online networking is **LinkedIn**
- Remember, when you network, you are asking for information and advice—**not** a job. It's not just what you know; it's also whom you know... or can connect to

# Why is Networking Important?

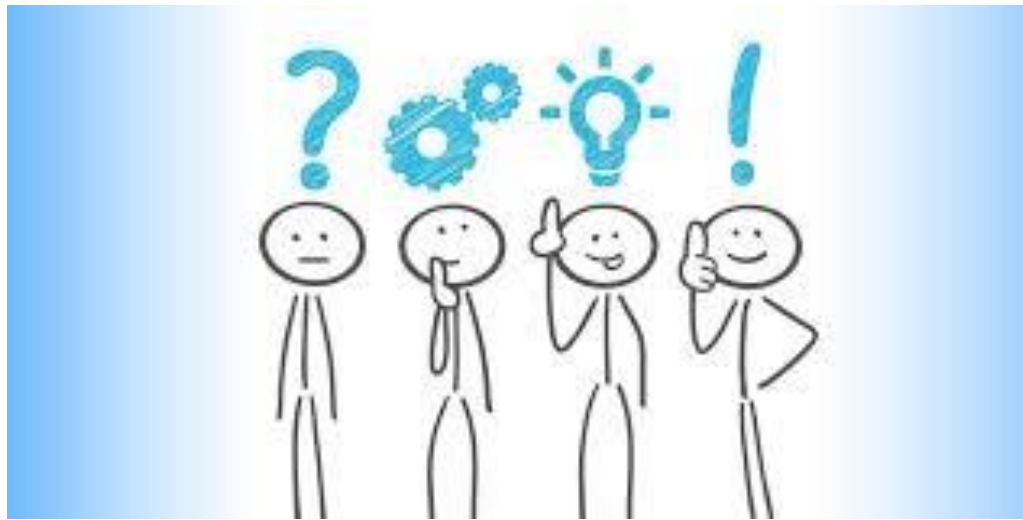
- Will be the single most effective method of advancing your career
- While networking may not “get you a job,” it does play a role in the majority of hiring decisions
- Many job vacancies are never advertised, but instead filled through some form of personal or professional referrals
- Employers prefer to hire candidates they have met, or those referred by a trusted source

# The Elevator Pitch: Who you are What you can do What you want





# Any Questions?



# Come Visit Us Virtually!

	Main Campus	Palm Desert Campus
Location	University Hall 329	Indian Wells Center 102
Day/Hours	Monday - Friday 8am - 5pm	Monday - Friday 8am - 5pm
Phone	(909) 537-5250	(909) 537-8236
Email	<a href="mailto:careercenter@csusb.edu">careercenter@csusb.edu</a>	<a href="mailto:PDCCareerCenter@csusb.edu">PDCCareerCenter@csusb.edu</a>
Website	<a href="http://www.csusb.edu/career-center">www.csusb.edu/career-center</a>	<a href="http://pdc.csusb.edu/current-students/career-service">pdc.csusb.edu/current-students/career-service</a>

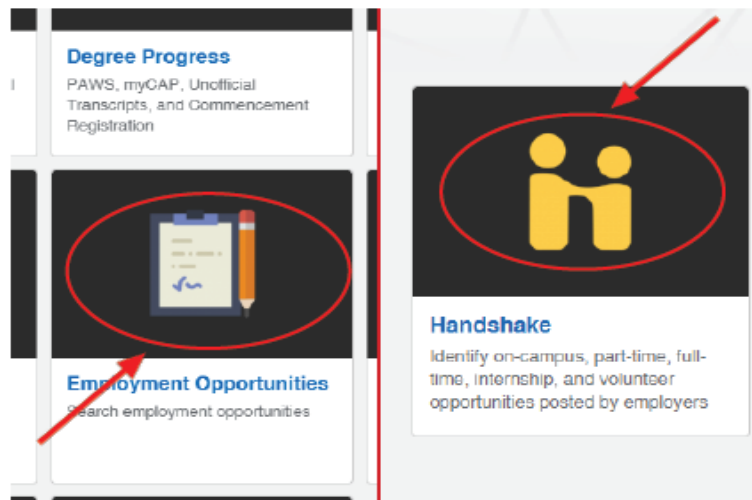
# Career Counseling Appointments

## What is Career Counseling?

- Career counseling is an area of counseling focused on helping people identify career, educational, and personal goals based on their needs, interests, values, skills, strengths, and life circumstances.
- Through the career counseling process, guidance is provided to help people make informative and intentional career decisions and establish a course of action for their career and educational pursuits.

## Appointment topics Include but are not limited to:

- Major & career exploration
- Career & educational planning
- Resumes, cover letters, & CV's
- Job & internship search
- Networking
- Graduate & school preparation
- LinkedIn profile building
- Interview skills & practice
- Salary negotiation



**HOW DO I MAKE AN APPOINTMENT?**

**Available at Main  
 and PDC Campuses  
 + ZOOM!!!!**

Thank You  
for  
Coming!!