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?

<table>
<thead>
<tr>
<th>Social Media Sites Used for Recruitment</th>
<th>2011</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>95%</td>
<td>94%</td>
<td>96%</td>
</tr>
<tr>
<td>Facebook</td>
<td>58%</td>
<td>54%</td>
<td>66%</td>
</tr>
<tr>
<td>Twitter</td>
<td>42%</td>
<td>39%</td>
<td>53%</td>
</tr>
<tr>
<td>Professional or association social networking site (other than SHRM Connect)</td>
<td>23%</td>
<td>29%</td>
<td>35%</td>
</tr>
<tr>
<td>Google+</td>
<td>*</td>
<td>8%</td>
<td>12%</td>
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<tr>
<td>YouTube</td>
<td>*</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Instagram</td>
<td>*</td>
<td>*</td>
<td>7%</td>
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</tbody>
</table>
Social Media Presence

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

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**

- Provocative or inappropriate photographs, videos or information – 46%
- Information about candidate drinking or using drugs – 43%
- Discriminatory comments related to race, religion, gender, etc. – 33%
- Candidate bad-mouthed previous company or fellow employee – 31%
- Poor communication skills – 29%
Social Media Presence

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

![Social Media Mistakes Chart]

**SOCIAL MEDIA MISTAKES**

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

- Posting negative or inappropriate comments: 45%
- Posting or being tagged in inappropriate or risqué photos: 35%
- Not posting regularly; having incomplete, dated or no social media profiles: 17%
- Other/don’t know: 3%

2016 Office Team Survey 307 U.S. HR Managers

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

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

PILLAR 1: BUILDING A BASIC BRAND

BUILD AN ONLINE PRESENCE THAT REINFORCES YOUR QUALIFICATIONS: WHEN SOMEONE LOOKS YOU UP, THEY NEED TO SEE A STRONG PRESENCE WITH FRESH CONTENT ON YOUR EXPERTISE.

PILLAR 2: BUILDING CREDIBILITY & AN AUDIENCE

USE YOUR PRESENCE TO GET CREDIBLE PLACEMENTS IN RELEVANT THIRD PARTY PUBLICATIONS AND GET YOUR CONTENT SYNDICATED. UNLOCK OPPORTUNITIES BY BUILDING A RELEVANT AUDIENCE ON KEY SOCIAL MEDIA PLATFORMS.

PILLAR 3: TARGETING OPPORTUNITIES

USE CONTENT TO STAY TOP OF MIND AND NURTURE YOUR AUDIENCE TO GET MORE CAREER OPPORTUNITIES.

https://brandyourself.com/university/guide/building-a-strong-personal-brand
What is Your Brand?

What do you stand for?

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

How do you want to be perceived?

Define Your Social Media Voice

YOUR AUDIENCE
- Demographics?
- Location?
- Occupation?

YOUR LANGUAGE
- Casual?
- Professional?
- In-between?

YOUR TONE
- Cheerful?
- Serious?
- Concerned?

YOUR PURPOSE
- To Instruct?
- To Inform?
- To Entertain?
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!

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