# Best Practices for Social Media

## Facebook
- Being friends with co-workers and supervisors
- Negative posts about workplace or co-workers
- Criticizing a previous employer
- Commenting about salary and benefits
- Bragging about a promotion or raise
- Posting images containing illegal activities
- Posts about drinking alcohol
- Negative posts about your customers or clients
- Allowing anyone to post anything
- Being an open book
- Giving access to all photos
- Being used by facial recognition

## LinkedIn
- Annoying your contacts when updating profiles
- Forgetting to sell skills
- Being a hermit or limiting the number if groups you join
- Having skills that aren’t relevant
- Endorsing everybody’s everything
- Creating only one experience entry for each job title you have held.
- Follow LinkedIn’s advice to only accept connection requests from people you know
- Assuming everyone knows your name
- Avoid stalking…this isn’t Facebook!
- Treating this as a resume or CV
- Forgetting a picture

## Avoid
- Group friends into lists to customize who can see your content
- Set up who can see your future posts.
- See what your Facebook timeline looks like to a specific friend or the public
- Review posts that friends tag you in before they appear on your timeline.
- Be mindful that even your chats can be monitored by your employer
- Images tagging only those who you have asked permission
- Create a default list of friends to prevent from seeing your whole profile
- Block people from being able to post to your Timeline
- Block people from seeing your friends, followers, & people/lists you follow
- Edit privacy for specific photo albums
- Prevent Facebook from detecting your face when your friends upload photos
- Use top five strengths in your profile – repeatedly
- Join groups related to your area of expertise, industry, alumni, passions, social causes, and other aspects of your identity
- Ask your contacts to endorse you for only your top skills
- Be stingy with endorsements
- Take the space you need by creating multiple entries for every role you have performed within each job title.
- Be open to meeting new people as that is how you find new opportunities
- Include previous names, former names, nicknames, and aliases
- Change viewing setting to “anonymous” in “Select what others see when you’ve viewed their profile.”
- Allow your personality to show
- Include a photo that represents your brand

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Social Media 411

Myth: Information posted on social media sites will be protected for your privacy

Reality: Careerbuilder.com reported 34% of employers have rejected prospective candidates based on something they found on Facebook

Law: The National Labor Relations Board (NLRB) has upheld the termination of employees based on unprotected Facebook postings

Your social media presence effects your personal brand.
Ensure your personal brand represents your best interests and can foster positive first impressions.
Clean up your social media presence and following the best practices.

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