



SOCIAL MEDIA MANAGEMENT

Do...

- Consider making your profiles private, only showing key photos and professional articles with the public if appropriate.
- Form meaningful connections with other students, professionals or people related to your studies or field of interest. This could be on a platform like LinkedIn.
- Show that you have interests and hobbies, and that you are a well-rounded person.
- Add yourself to all the groups you are involved in. If you were involved in a student association or volunteering group, that's a great asset to have!
- Share articles you find interesting. It might be a good idea to have some sort of social media presence in the field you are interested in!
- Google yourself to see what comes up. If there is something you don't like the look of, you can edit or delete it.
- Are you a student entrepreneur or have your own business? Flaunt it! Use social media to promote yourself and your business to make connections that may be useful in the future.
- Upload pictures from your semester or year abroad! This can show you are interested in visiting new places and cultures, and can show that you are the great, open-minded person that you are. This also goes for any other trips abroad you've done during summer vacation.

Don't...

- Be negative or aggressive online. Free speech is important, and you are entitled to your opinions, but be smart about it. Basically, don't be a hater and don't be a troll. As a result, hateful, even harmful and hurtful comments will not paint you in a bright light.
- Post anything illegal. That means underage drinking, drugs, violence, or any sort of stealing or damaging!
- Share sexually explicit stuff... you know what we're talking about. Don't rely on privacy settings. They aren't always as reliable as you might think them to be.

- Have an embarrassing or inappropriate handle or name. This is on-par with having an email address like barbieprincess@hotmail.com or markisthebest2406 or something equally bad and cringe-worthy.
- Use strange or inappropriate hashtags. Remember you can be found using hashtags so #becareful

In short, be aware of what you are posting to your social media or networking sites, because what goes around, comes around. With these do's and don'ts, you'll be the most social media-savvy student ever!