



Using Social Media to YOUR Advantage

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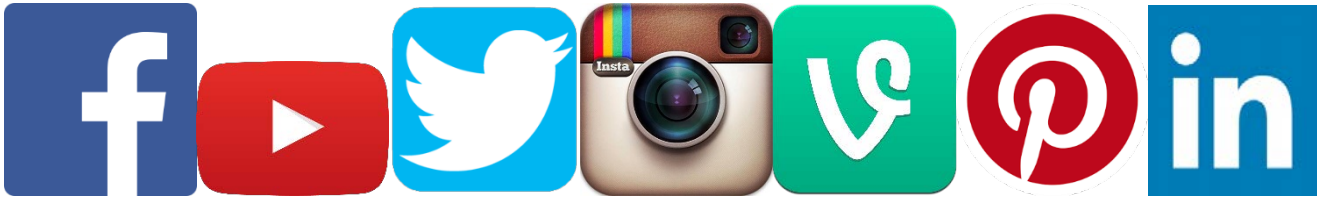
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Professional Social Media Use

Social media is a huge part of our lives. Regardless of which networks you use, it's important to think about how to use social media professionally. Social media can enhance your contacts with employers to increase your chances of securing your perfect job, but poor social media use can also prevent you from obtaining a job. Use these tips to improve your professionalism on social media.



Connect with companies that interest you on social media: You can learn more about these companies and keep an eye on any potential job postings.

Watch what you post online: Offensive or overly opinionated content that is easy to find could reflect poorly on you as a job candidate.

Post about positive things you're doing on social media: If a potential employer sees your community involvement, volunteer work, etc., that could reflect well on you.

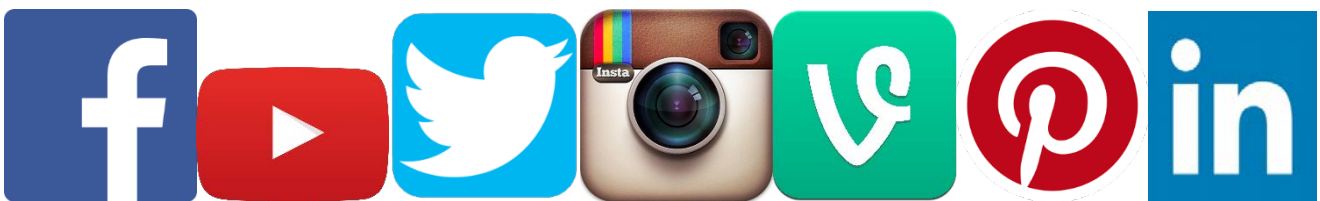
Check your privacy settings: If you don't want your social media use to be easily found by a stranger online, be sure that your privacy settings are very strict.

Use social media as a professional networking opportunity: Connect with groups related to your field of interest to learn more about your industry.

Don't badmouth an employer, a coworker, or a boss on social media: Venting could come back to haunt you later.

Display your expertise: Consider starting a professional blog where you can share your insights about your field. You never know where this could lead.

Don't completely avoid social media: Having no online presence might look suspicious to an employer. Create a LinkedIn profile to increase your online visibility in a professional way.



Get ...Now!

www.linkedin.com

A quick guide to get your LinkedIn profile started

LinkedIn operates the world's largest professional online network with more than 500 million users in over 200 countries and territories.

- **Use LinkedIn to:**

- Get connected with professionals
- Get connected to HACC alumni
- Share your resume online
- Research companies in your field
- Join groups and meet other professionals who share interests

- **Make your profile complete**

- Upload appropriate profile picture
- Provide catchy and informative summary

Example:

Social media master and super-user to enhance brand image. Earned Associate degree in Web Design from HACC, Central PA's Community College. Take a look at my profile and view my portfolio. I can't wait to show you what I've been working on!

- Offer work and internship experience including duties that highlight your skills related to the work you are pursuing.
- List where you are going to school and your major, also include high school (connect to those alumni, too!)
- Ask for recommendations from your contacts

- **Now that you are  ..what do you do?!**

- Make time to increase visibility by logging in regularly and updating profile
- Build your network (friends, professors, colleagues, alumni)
 - TIP: Start with people that you know!
- Join groups
- Ask for recommendations and introductions
- Search LinkedIn job postings

- **LinkedIn Etiquette**

- Keep profile professional
- Respond in a timely manner
- Send messages that are personal and informational
- Ask for introductions from your connections
- Offer recommendations and be honest when writing them