



# Facebook Tips

*How to use Facebook professionally and improve your chances of getting hired*

## Who views your Facebook profile?

- Acquaintances
- Friends
- Family
- Professors
- Strangers
- **EMPLOYERS**

## What to consider when posting photos?

- Tags
- Privacy Settings
- Could they be construed as “incriminating?”

## Tips on Creating a Professional Facebook Profile

- Think of it as personalizing your desk
- Look for professional connections—former co-workers, faculty, staff that you develop a rapport with, students you work with on projects
- Add friends selectively
- Add applications selectively
- Edit your profile and security settings
- Use your profile to discuss interests related to your career goals
- Join groups related to your interests

It is important to realize that Facebook is not only used by colleges and high school students anymore. Facebook has become an internationally known and acknowledged networking device that is often used by recruiters as a means to check up on potential employees. If they can get access, recruiters may view wall posts, various information within the candidate’s Facebook page, and posted photos to get an idea of what a candidate is really like. To be on the safe side, you should have all of your settings in your profile set to Private so that only your confirmed friends can view it. Additionally, you should never confirm anyone that you do not know. If you do accept an individual as a friend but do not want them to have access to all of your information, set up a special Friend List and limit their access under your Privacy Settings.

When you upload photos to Facebook, you have to keep in mind that you are putting them on the World Wide Web. A simple rule of thumb is “if you don’t want certain pictures to be seen, do not post them!” Just a few “crazy” photos of you drinking, partying, or in a promiscuous pose can be enough to give an employer the wrong impression of you.

## A few simple tips on how to protect yourself from giving the wrong impression:

- Set your photos to Private so that only certain selected people can see them—remember that you have to do this for each individual album under Privacy Settings in Facebook
- If somebody else tags you in a picture, your privacy modes do not apply to that photo...you may not be able to get that individual to take the picture off their site, but you can remove your tag from the picture
- Be selective about which photos you post on the Internet—think about the consequences should they end up in the wrong hands
- If you do decide to have “incriminating” photos on your profile, make sure only selected people can view them

**The best way to network with employers on Facebook and make a good impression is to create a separate professional profile**