



Your Online Presence

We know you've heard this before, but it's more important now than ever: your online reputation can make or break your future career opportunities. It's no secret that most employers search for applicants online before conducting an interviews; the good news is that you can make your online presence work for you.

What Employers are Saying

Employers look for you on LinkedIn. If they can't find you, or if your profile is obviously out-of-date or lacking, that's a red flag. They'll probably search for you on Google, and they'll look at your other profiles they come across, including Facebook. If they see major inconsistencies between the person you've presented as to them and the person you present as on social media, that also raises red flags. As one recruiter simply put it, "Clean up your profiles." Here are some tips to keep your online brand in line:

Stay Up To Date. If it's been awhile, it can take some time to update all of the information on your profiles. Put in the time now, then get in the habit of doing periodic updates to cut down on the work in the future. It reflects poorly on you if information associated with you is out of date or incorrect.

Keep Your Screen Name Professional. This doesn't mean you can't have fun with your Instagram or Twitter handle; they are personal accounts, after all. Just be aware that while what you post may not be public (depending on your privacy settings), your screen names are, and they will turn up in a Google search.

Hide Those Party Pictures. What a buzzkill, we know, but we have to mention it. Employers don't want to see pictures of you drinking—even if you're over 21, and even if it's in a real glass instead of a solo cup. Untag yourself, hide it from you timeline, check and double check your privacy settings, or if it's your picture, don't post it in the first place. The same goes for other drugs and drug paraphernalia.

Social Media

Facebook

A good rule of thumb here is you shouldn't mind showing your social media profiles to your parents. This applies to your profiles on all major social networks, not just Facebook. **Any content associated with your name, whether you posted it or not, could show up in searches.**

Some accounts to think about:

Skype >>>>>>>> Same g

YouTube Vine Instagram Snapchat **Twitter** WhatsApp LinkedIn Periscope **Pinterest** WordPress Google+ Amazon Tumblr Spotify Reddit Flickr

ALWAYS check your Skype profile and picture for professionalism before you have a Skype interview. Same goes for your phone voicemail message.

While you're at it, check all of your accounts for professionalism before you start any job search. Then you can focus on preparing for interviews instead of worrying what companies might see.

Personal Websites

Creating a personal website is an excellent way to show your personality and set you apart. Websites aren't static, like your resume may feel; they're meant to be dynamic and include fresh content. Most of all, they're meant to be looked at. They're especially useful for displaying your work: portfolios, writing, films, design, graphic art, drawings, paintings, and any other media you create.

Own your name, make yourself findable, and control your online brand by building a beautiful website. With sites like **Weebly** and **WordPress**, you don't have to know any coding languages to create your site—just pick a theme you like and get going!

LinkedIn and Tiger Link

Tiger Link is CC's own alumni and student connections platform. Think of it like a **CC-only version of** LinkedIn with alumni that want to help. **If you don't have an account already, we highly recommend that you create one**. Because alumni can choose exactly how they're willing to help—among the options for mentorship are "willing to open doors at my workplace," "willing to offer resume advice," "willing to introduce students to my connections," and many more—it takes some of the awkwardness out of asking someone you don't know to help you.

Visit cctigerlink.com to get started.

LinkedIn is still the number one website for professional networking, so create a profile if you don't already have one, and keep it up to date. In fact, we recommend that you connect to Tiger Link via LinkedIn; this will save you the extra steps of filling out information that is already posted on your LinkedIn profile.

The internet changes every day. Is Twitter out or in? Are people on Facebook or not? Why is Instagram pretending to be Snapchat? We don't pretend to know. All we can tell you is to frequently check your privacy settings, and #besmart online.

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