## The Art of Social Media

*How to use it to your professional advantage*

### The Do’s and Don’ts of Social Media and the Internet

<table>
<thead>
<tr>
<th><strong>Do</strong></th>
<th><strong>Don’t</strong></th>
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| **EMAIL ADDRESS LISTED ON YOUR RESUME** | ➢ Use an email address that expires in the near future, such as a school or summer job email address  
 ➢ Use a funny/clever email address (ex. bballdude16@gmail.com) |
| ➢ Use a [permanent email address](#), such as a Gmail address  
 ➢ Use a [professional email address](#), which should include your name (ex: John.Smith@gmail.com) | ➢ Google yourself regularly. Look through the web pages as well as images.  
 ➢ Do what you can to remove anything you may come across that you would not be comfortable with a potential employer finding. Employers WILL search you. |
| **SEARCH ENGINES** | ➢ Post anything, or let your friends post anything, on the Internet that is unflattering. **You would be surprised what Google can find.** |
| ➢ [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#)  
 ➢ Look extensively through your profile, pictures, groups, “likes,” friends’ comments on your page, and your friend’s profiles—would you be comfortable if an employer were to see these?  
 ➢ Be aware that at interviews, employers may ask you to log onto your Facebook or other social media sites in front of them | ➢ Posting any of the following: photos of you or friends with or holding a cup, drugs, drug paraphernalia, or cigarettes; photos with middle fingers or other inappropriate or lewd gestures; visibly intoxicated/under the influence photos; foul language; anything offensive (racial, religious, or sexist) |
| **SOCIAL NETWORKING SITES** | ➢ Post a resume with all of your contact information onto any sites before reviewing their privacy policy  
 ➢ Forget to look for mistakes on your resume—AT LEAST triple check before you post it on the Internet |
| ➢ Update your resume regularly to ensure that it is current  
 ➢ Be aware of the site’s privacy policy, as your contact information is often displayed on your resume (TigerConnections provides limited access, other sites may not). | ➢ Include anything inappropriate that you would not want to be seen by potential employers |
| **RESUME POSTINGS ON CAREER WEBSITES** | ➢ Ensure that you would be [comfortable with potential employers](#) seeing the contents of your website or blog, especially when yours is the name associated with the domain |
| **PERSONAL SITES & BLOGS** | ➢ Forget to look for mistakes on your resume—AT LEAST triple check before you post it on the Internet |

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