# Assess Your Online Presence!

Social media (Facebook, Twitter, etc.) are becoming increasingly important as we think about our professional image and job search. While these sites are a wonderful way to reconnect with old friends, network socially and keep up with social/campus events, they can occasionally be the source of trouble! When you are creating your profile and content for these sites, you should consider privacy, pictures (including tags of you made by others), and groups you may belong to. Specifically, we recommend the following:

**Profile:**
Professional use (recommend LinkedIn): If you really want to be found, be as open as possible. Remember, you're creating your professional (not personal) brand; you will be sharing mostly professional information that will enable you to be found in searches. Personal use (Facebook, Pinterest, etc.): Be careful not to put your personal information, such as home address, birthdate, SIN or any other confidential information.

**Pictures:**
If you would not want your parents, professors, campus administrators (either the campus you currently attend or one you're applying to) or potential employers to see it, you should NOT post it! And remember to check your profile regularly to see of others have tagged you; edit any that you do not want tagged.

**Groups:**
Do NOT join groups that you would be embarrassed if seen by your parents, professors, campus administrators (either the campus you currently attend or one you're applying to) or potential employers.

**Here's some questions and tips to help you assess your current on-line presence.**

**Currently I am:**

[ ] A student                                          [ ] Seeking a leadership opportunity
[ ] A graduate student                              [ ] Seeking a research opportunity
[ ] Seeking a job or volunteer position        [ ] Applying for graduate/professional school
[ ] Other (Describe – is it personal or professional?  _____

**What will a search engine reveal about you?**

Have you used Google or another search engine like Yahoo to see what comes up when you search your name?                                    Yes     No

Will you be/are you comfortable with what you see?        Yes     No     Not sure

Do you have a social media account with Facebook, or another social media site (Twitter, Pinterest, LinkedIn, etc.?                              Yes     No

How would you rate the content of your social media account(s)?

| Profile/Info | [ ] Fine for friends | [ ] Needs updated for professional reasons |
| Photos | [ ] Fine for friends | [ ] Needs updated for professional reasons |
| Groups/Pages | [ ] Fine for friends | [ ] Needs updated for professional reasons |
| Wall/Posts | [ ] Fine for friends | [ ] Needs updated for professional reasons |

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If someone looked at my social media presence for professional purposes, I would feel:

[ ] Very uncomfortable
[ ] Uncomfortable
[ ] Comfortable
[ ] Very comfortable

I frequently use/visit/comment on:
Other social media sites        [ ]
Message boards                  [ ]
Blogs                           [ ]

The email address I use is:  _____

My current email address is appropriate for professional purposes:    Yes      No

Tip:  If no, consider getting a new email account, and try to choose an address that uses your name and/or initials as much as possible so it is not likely to appear in someone else's inbox as Spam.

I have posted my resume or other professional credentials online:    Yes      No

I believe my online presence is:
[ ] Ready to go
[ ] Needs some updating
[ ] Needs a complete overhaul!

To do:

- If you have noted a problem with your online presence, what could you fix right away?  What will take some research/development?
- What might take on-going maintenance?
- Do you need help/advice?  Who can you ask?  (professors, colleagues, Career Centre staff)

Helpful Hints:

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**Polish the "Professional You"!**
- Use a professional email address
- Update Your resume/professional qualifications regularly
- Post on sites whose privacy policies protect your identity

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**To enhance your profile, consider adding:**
- Personal goals and accomplishments
- Causes & issues you support
- Projects, courses, test scores,
- Languages, honours & awards
- Publications, patents

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