

What does your Social Media say about you?

1. Check out yourself online

What will you find when you search your name?

Do you like what you see and just as importantly would an employer like what they see? Will it help or hinder you obtaining the job or scholarship you want?

There's likely to be quite a lot of information online, whether it's photos, stories or similar. Some you may have posted, and some may be from media reports, or others. This all tells a story about you possibly before someone has even met you and perceptions are formed, which can be difficult to overcome.

It's quite easy for employers to find information online that you may have preferred to keep private. It's as simple as that online search. And they do check.

Be mindful of what shows up and if you are seeing photos or posts that potentially could negatively affect your reputation and thus your job search, then change your profile settings or delete what is in your control.

'Friends' online – are they really? If your 'friends' are posting and it links to you or shows you in an unfavourable way, you may want to consider whether to keep them as a 'friend'. Take action and delete those 'friends'. You won't miss them!

You want to be presenting your best self to gain the job you want!

2. If you don't want people to see it – don't post it!

If you don't want information to be seen potentially in the public domain then don't provide it – even to friends. Messages between friends have been known to find their way into the public domain.

Often you don't have control over information you share so if it's private keep it private.

As a minimum - check your settings if you are using online platforms. You may think you're only sharing e.g. with your Facebook connections, but often, people you don't know can see your photos that you're tagged in or read your posts.

3. Be careful what you say – it may come back to bite you!

We all make mistakes, right? Yes, but if you don't need to make a mistake, then don't!

Be careful what you say in the online space. Think before you 'speak'. It's so easy to go online and vent our frustrations in the heat of the moment. Even when you commence work and start using some of the online platforms for professional use, it's wise to filter what you say and comment on.

Be cautious as you don't know who might read it and where it will end up and the damage it could do to you and your reputation. For example – posting 'I hate my boss', or worse still using the actual name, is never a good idea. Definitely a conversation to have 'offline' and in a trusted environment.

Once you commence work, avoid becoming online friends with your boss or senior colleagues in particular. It's helpful to keep some separation in the work and friend space.

Your name and reputation are your most valuable assets – Protect them!