

# Manage your online presence

Did you know that every month there are over 2.01 billion active Facebook users, over 106 million LinkedIn users and over 700 million on Instagram? So it's hardly surprising that prospective employers will look you up online as a means of gaining an insight into the real you!



Research has shown that a huge 93% of hiring managers have admitted to reviewing candidates social media accounts before making a job offer, with a whopping 55% reconsidering their offer based on what they have seen. Whilst many people debate the ethics behind this, the fact remains it is happening and we want you to be prepared.

Some insider tips:

- We would recommend any site that is mainly for social interaction eg Facebook, Instagram and Twitter should remain private with only your LinkedIn account being visible to any potential employers.
- If you are using LinkedIn make sure your profile is complete and up to date with a clear way of being able to contact you.
- Keep it professional. Potential employers don't want to see photos from this year's annual pub crawl.
- If you are looking for a role within a specific industry, join relevant groups and try to increase your personal network within this industry, it will make you appear niche.
- Steer away from any posts that could be seen as discriminatory or defamatory, especially in regards to any previous employers or businesses.
- Have your privacy set so that anything you don't want your connections to see, they won't.
- Avoid bad language at all costs.
- Search your name on the internet; there you will see what any future employer who searches for you will see.

**Social media now means a snapshot of someone's life is available relatively easily for anyone to see, please keep this in mind, and take into account what impression you want to give to anyone who views you online. It sounds easy, but you'd be surprised at how many people get it wrong.**