

# Social Media



## LinkedIn

A social networking site specifically for the business community. LinkedIn Higher Education provides a wealth of tips and videos to let students know the benefits of a LinkedIn profile and presence, and to help them get started.

## Instagram

Following an organization's Instagram feed can provide insights in company trends and culture and demonstrates your research skills if you learn something that can be used during an interview.

Unless your account is totally private, make sure everything you post is workplace appropriate. Don't post anything that would embarrass you in an interview or would embarrass anybody else.

## Facebook

Don't be surprised if potential networking contacts or employers look you up on Facebook. With that being said, take down any pictures that you wouldn't want potential employers to see: inappropriate behaviors, comments and dress.

Use Facebook to follow organizations of interest to you or to find people locally who are working in a field you are interested in or a local organization where you could develop an internship opportunity. ie: physical therapy greensboro, nc will bring up both people and organizations working in physical therapy.

## Twitter

The section that's about you? Make it as specific and professional as possible and use Twitter to follow influencers and organizations of interest to you.

Use Twitter to

- Share tips
- Share industry news
- Share valuable links

## Resources

- [Personal Branding with Social Media](#) from NACEweb
- Use PricewaterhouseCoopers (PwC) [Personal Brand Workbook](#) to help you determine how you want to be seen by the world, from figuring out your core strengths and weaknesses to defining your career passions and purpose to translating it all into your resume, elevator pitch, and more.