Tips on Maintaining a Positive Social Media Presence

1. **Privacy settings are your friend**. Beware the ever-changing privacy settings on sites such as Facebook. To change your Facebook profile settings, go to Account - Privacy Settings and Tools. You can limit who can see your posts, who can contact you, and who can look you up. You can also use "Limit The Audience For Past Posts" to change content that may previously have been publicly posted to be only viewable by Friends in your network.

2. **Typos are NOT your friend.** According to one study, 89% of recruiters check social media profiles before making hiring decisions. One major turnoff is spelling and grammatical errors. Be as careful with preventing typos online as you are in your resume and cover letter – your online presence is a reflection of you.

3. **Would you want your mother to see that?** Even if you feel confident that your privacy settings are set so that only your friends and family can see, consider removing any pictures or posts that may send the wrong message about yourself to potential employers. A good rule of thumb is that if you wouldn't want an interviewer (or your mother) to see it, you shouldn't have it online in the first place.

4. **The Internet is a public domain.** Anything that you post on the Internet is potentially visible to employers, who are increasingly likely to conduct a Google and social media search on job candidates. This includes not only your Facebook and LinkedIn profiles, but also your Twitter account, blog posts, Flickr pictures, etc. And even if your profile is private, your profile picture is still out there. If you post it, a recruiter could see it.

5. **Tweet, tweet**. If you are a Twitter user, consider making your account permission-only. To make your tweets private, go to Settings - Accounts – and then check "Protect my tweets." You may also consider changing your Twitter name so that your handle is not associated with your real name; go to the "Accounts" tab under "Settings" and the first listing is "Name."

6. **Think before you post**. Did you know that the Library of Congress archives every Tweet ever posted to Twitter? They are now seeking to make the over 170 billion tweets collected available to interested parties. It is good practice to control your privacy settings, but remember that the Internet (and the Library of Congress) has a very long memory, and screen shots can capture anything at any time, so think twice before you post online!

7. **Use social media to your advantage.** Social networking sites allow you the opportunity to present yourself in a positive light to employers. Fully complete your LinkedIn profile to offer employers a comprehensive look at your employment history and skill set. Use a profile picture on each social media site that is appropriate, consistent, and recognizable as you. Write blog posts on a legal topic of interest to you to demonstrate both your passion for the practice area as well as your strong writing ability.