Career
Development Toolkit

Ohio College2Careers

Balance is Key

For better or worse, social media is here to stay. As with most things, balance is key! College students must be increasingly mindful of their online presence as their career search begins.

In fact, according to one study, **45%** of employers use social networks to screen job candidates[1]. Another study notes that **79%** of recruiters and hiring managers searched online information about potential hires[2]. In summary, nothing you post online is merely for your eyes only—even if your profile is "private".

The task for any professional is to find balance between personal and professional content in the digital world.

[1] Harris Interactive
[2] U.S. News & World Report

Personal or Professional?

Facebook is a great tool for gaining company visibility, but personal pages can be riddled with inappropriate videos, memes and language. Be mindful of potentially offensive, inappropriate content on your page… or "liking" damaging content on other pages!

LinkedIn® is exclusively dedicated to professionals and networking. Do not be tempted to post personal content on this platform. **See tips on how to create your professional profile below!**

Utilize **Twitter** to follow CEOs of companies that interest you and stay up on the news. Be careful of blurring the lines here by posting personal, potentially damaging content under the same account used professionally.

Instagram can certainly be a successful tool for brand awareness. However, the platform structure is typically for personal content (vacation, personal interests, etc.) rather than professional branding**.**

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Creating Your Profile

Profile Picture & Background Your profile picture should look professional and have a solid color background. Check with your Office of Career Services to see if they can help in creating your professional profile picture—often for free!

You can also add a personal background feature behind your profile picture. This seemingly small distinction can help you stand out!

Headline This is your quick introduction to potential employers. Begin with your current title and feel free to add professional values & experience.

About Be sure to include WHO you are, WHAT you're seeking professionally, and WHAT you bring to the table!

Positive Posts (and Vibes) Only! Always keep it positive! Remember, this is not the platform to vent frustrations, especially about your employer.

Your content says A LOT about you! It's perfectly acceptable to support personal interests but be mindful of interests that may not be appropriate to display on a professional platform.