

# SOCIAL MEDIA AND YOUR PROFESSIONAL ONLINE BRAND



**CENTER FOR CAREER & CIVIC ENGAGEMENT**

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MORAVIAN COLLEGE

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Center Drop-in Hours: Monday-Thursday: 2-4pm



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Moravian College Center  
for Career and Civic  
Engagement



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# USING SOCIAL MEDIA IN YOUR JOB SEARCH

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No matter which social media network you prefer, chances are recruiters and industry professionals will be utilizing it in some way. Be sure your professional brand is polished and makes the best impression possible. Here are some tips for the most popular social media platforms and how to use them in your job search:

## LinkedIn

- Upload professional information instead of personal, along with samples of your work and a photo of yourself in professional attire to connect with other professionals.
- Make sure your profile is full of keywords and phrases to catch recruiters' attention.
- Join LinkedIn groups related to Moravian College, your professional interests and follow companies to hear about timely opportunities.
- Connect with those you know and want to know; don't be afraid to ask for introductions to helpful contacts.
- Get noticed further by posting relevant questions to your field and answering others.

## Twitter

- Follow industry professionals and leaders. This is a great way to keep up to date of the news in your field, and shows others of your interest and drive. Don't be shy, either. Engage in professional conversation where applicable.
- Follow organizations and employers of interest. Companies will often tweet about openings and opportunities.
- Curate your feed. While it's perfectly fine (and even advisable) to showcase your personality in your tweets, make sure some of that content is industry-specific or career-related. Share a good blog post or retweet one of those industry professionals you follow. Hear a good podcast or read a good article? Tweet about it.
- Find general job and internship advice and listings through hashtags like #jobs, #recruiting, #interns, etc. You can narrow your search by using more specific hashtags such as #salesinterns or by college major for instance #biology.

## YouTube, Instagram, Snapchat

- If you're in an artistic, creative, or otherwise visual or expressive field, use one or all of these platforms to showcase your work.
- Just like for Twitter, follow industry professionals and leaders in your field.

# E-PORTFOLIOS AND YOUR PROFESSIONAL ONLINE BRAND

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Becoming an educator? How about an artist? Are you an inspiring writer? What about an entrepreneur? No matter your career goals, an e-portfolio is the preferred way to showcase your academic and professional experience in a way that is engaging, interactive, and easily accessible and shareable with potential employers and/or graduate schools.

E-portfolios can be created on a variety of different platforms, including Wix, Wordpress, and more. At Moravian, many majors and programs require an e-portfolio. Be sure to check with your department for any requirements.

## E-Portfolio Guidelines

Just like your social media profiles, your resume, and your cover letter, your e-portfolio should be professional and showcase your best work and skills. Follow these guidelines when crafting your e-portfolio:

- Include artifacts and samples of your work that provide strong support for your career goals and objectives. Some examples could be lesson plans, research projects, artwork, writing samples, etc.
- Maintain a good level of organization. Be sure sections and/or headings are connected back to the home page, that all links are functional, and that background, colors, and other design features enhance the presentation of the e-portfolio.
- Remember to proofread for spelling and grammar errors. Do not rely on spelling and grammar checks!
- Be creative and show your personality! Highlight your unique contributions, attributes, and hands-on experiences in a relevant and meaningful way.
- Consider including links to your social media accounts to round out your professional online brand.

*Adapted from a rubric from Dr. Katie Desiderio*