Quick Tips: Perils of Social Media

BASIC TIPS:

- A survey by CareerBuilder says 70% of employers use social media to research job candidates; 57% of those employers says they've found content online that caused them *not* to hire a candidate.

- Remember, whatever you post on social media lives forever. Be cautious about what you post especially if it pertains to your employer.

- When you prepare for a job interview, employers suggest keeping this information private, advising not to post about it on social media.

- Keep in mind whether it's personal or work related, what you post online can potentially impact your career. A good rule of thumb: if you wouldn't want your mom or grandmother to see what you've posted, don't post it on social media.

- Be sure your social media is representative of who you are as a person since you are projecting your brand to the world.

- Many suggest keeping your social media settings private.