Behaving Professionally on Social Media

Today, clients and recruiters look beyond your outfit and resume and scan each candidate's social media in order to get a sense of who you are and how you conduct yourself on a social level.

Post statements you would feel comfortable sharing with your boss or clients in person
- Before you post anything, consider how you would feel if your boss read what you wrote
- Never use curse words or other foul language, including innuendos
- Avoid sharing emotionally, religiously or politically charged statements

Never comment about work online
- Do not whine or complain about work through social media
- Do not give out detailed information about work, including using name of clients in posts
- Talking about work online is only acceptable when congratulating a colleague for a specific accomplishment or expressing how much you enjoy your work without specific details

Be grammatically unimpeachable
- Double check your statements for typos
- Edit your comments before your post

Post photos of yourself that you consider to be professional
- Do NOT post pictures of yourself showing your abs or cleavage, drunken evenings with friends, making obscene gestures, etc.
- Carefully select your profile picture
- Keep any photo you post "G" rated and delete inappropriate photos
- Un-tag yourself if you have been tagged in unprofessional photos or ask your friend to delete the photo

Share links or other friends' information that is considered to be universally acceptable
- Remain neutral or uncontroversial by not posting links or liking pages that might be considered questionable or inappropriate
- Do not "like" controversial characters or celebrities
- Things such as upbeat news stories, sports news, home and gardening tips, pets, etc. are usually safe zones

Hide friends' comments or information that is deemed inappropriate
- Do not associate with people who post inappropriate comments on your page
- Steer clear of angry or controversial conversations
- Unfriend or hide all posts from friends who cannot behave professionally

Only link, follow, or friend people you know and trust
- Only associate yourself on social media with people with whom you have a relationship and are aligned with your goal of keeping a professional presence on social media
- Consider whether you want to friend professional colleagues on social networking pages; you may want to create a separate page for work colleagues and clients
- Maintain a secure page that only allows friends in your network to view your information and photos

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