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The content of your social media accounts and the results of a google name search create a personal brand of your character. It is important to make sure your online presence portrays a version of you that employers want to hire.

Having a social media presence can help employers know you, so don't delete your accounts, just clean them up.



Remove old posts or photos you would not want an employer to see.

Remove any items that do not represent you well.

Check your privacy settings.

Revoke permissions for various games and apps you no longer use.

Review what comes up on the first three pages. This is how you will appear to potential employers.



If there is negative content, create positive content like a website or blog to "push down" negative content.

Consider removing language that may be considered offensive.



Guard your reputation, be aware of the photos and posts you are tagged in.

On social media sites, change your settings so that you have to approve any photos/posts you are tagged in.

Your digital footprint lasts forever.

Social media moves fast, don't go viral for something negative or become an internet sensation for something you aren't proud of.

Be prepared to stand behind anything and everything you publish online.