



# SOCIAL MEDIA IMPACT

**YOUR ONLINE PRESENCE MATTERS.**

Employers often look at social media to learn more about you. A positive online presence can open doors, while negative content can close them. Use social media wisely to build your personal brand and support your career goals. ❤️

## SOCIAL MEDIA IMPACT



### SOCIAL MEDIA CHECKLIST

- ☒ Review your profiles
- ☒ Use settings wisely
- ☒ Think before you post
- ☒ Keep it professional
- ☒ Build your brand



### BUILD A POSITIVE ONLINE PRESENCE



#### Be professional

Make sure your profiles reflect the image you want to present.



#### Share achievements

Post about your skills, courses, volunteering and successes.



#### Add value

Share helpful content, industry news and positive insights.



#### Connect wisely

Build a network of positive and professional connections.



#### Check privacy settings

Control who can see your posts and personal information.



#### Keep it appropriate

Avoid content that could be offensive or unprofessional.

### THINGS TO THINK ABOUT



#### Think before you post

What you post today can stay online forever.



#### Employers are watching

Many employers check social media before hiring.



#### Your online brand is you

Make sure your content reflects your goals and values.



#### Balance is key

It's OK to share your life, but keep it balanced and respectful.



#### Positive posts = positive impact

Keep your content uplifting, inspiring and relevant.



#### Be kind online

Treat others with respect and avoid unnecessary drama.

### TOP TIPS FOR SOCIAL MEDIA SUCCESS

1

#### Keep it professional

Use a professional photo and write a clear, positive bio.

2

#### Showcase your skills

Highlight your strengths, projects and achievements.

3

#### Engage positively

Like, comment and share content that adds value.

4

#### Avoid negativity

Don't post about complaints, arguments or unprofessional topics.

5

#### Stay consistent

Post regularly and keep your content relevant to your goals.

6

#### Protect your privacy

Review privacy settings and be careful what you share.

7

#### Build your network

Connect with industry professionals and join relevant groups.

8

#### Keep learning

Follow pages that inspire you and help you grow.

### DO'S ON SOCIAL MEDIA



- Be authentic
- Share positive content
- Celebrate your progress
- Engage with others
- Use proper grammar
- Respect others' opinions
- Keep your profiles tidy
- Stay informed

### DON'TS ON SOCIAL MEDIA



- Don't overshare
- Don't post negativity
- Don't share unverified news
- Don't use offensive language
- Don't argue online
- Don't post in the heat of the moment
- Don't ignore privacy settings
- Don't forget what stays online

### THE IMPACT OF YOUR POSTS



- Can build your reputation
- Can create opportunities
- Can inspire others
- Can show your values
- Can help you network
- Can support your career
- Can open doors
- Can make a difference

### SOCIAL MEDIA CHECKLIST



- ☐ My profiles are professional
- ☐ My content is positive
- ☐ My privacy settings are updated
- ☐ I think before I post
- ☐ I engage respectfully
- ☐ I showcase my skills
- ☐ I'm building my network
- ☐ I review my presence regularly



### DOWNLOAD THIS RESOURCE

Use these social media tips to build a strong online presence and support your future.



### TOP TIP

Your future is in your hands. Use social media to build the life and career you want. ❤️

