



Increase Your Social Media Participation

- Assess your current social media accounts. Are there any you're not using? (Thought you were going to post on Twitter but gave up after a couple of weeks?) Delete or deactivate unused accounts so they no longer show up in your active search results.
- Review your privacy settings on any accounts you're keeping. First, make a list of the accounts you have. Next, check your privacy settings for each account.
- Make sure your LinkedIn profile is considered "complete" by LinkedIn standards. Populate your industry and location, an up-to-date position (with a description), add two past positions, include your education, define at least three skills, add a profile photo and make sure you're connected with at least 50 other people.
- For consistency, consider changing your profile photos on all of your social media accounts to the same (professional) photo so it makes it clear that the hiring manager found the right person!
- For the social media platforms where you've decided to cultivate your online presence, develop a schedule for adding new content regularly.