



# WHAT'S YOUR ONLINE PRESENCE?

Did you know that your online presence, from social media to Google results and reviews, can be used by employers and colleges for hiring and admissions decisions.

**11%**

of college admissions counselors have denied someone entry into their college because of social media.

**1 in 4**

College Admissions counselors check a student's online presence when considering their application.

**70%**

of employers check an applicant's social media before deciding to hire them.

As you can see, taking some steps to make sure your online presence won't keep you from opportunities is a great practice to start and continue into and through college:

## Content to Erase or Make Private:



- Descriptions or images of drug or alcohol use
- Images or photos that could be considered offensive or insensitive
- Speaking poorly about an employer, school or individual in an unprofessional way
- Explicit/Sexual images or language

## Where to Check

- Search your name and look at the first page of web results and image results
- Check all of your social media platforms:
  - Facebook, Instagram, Twitter, etc.
  - Even if you were tagged by someone else in a post, it could reflect poorly on you.
- Blog posts
- Easily traceable public reviews

## Don't Forget the Good Stuff Too!

There are lots of ways to build a positive web presence:

- **Create a LinkedIn Profile:**
  - This is a great way to start networking and putting your accomplishments and interests online.
  - Ask your network to write recommendations and endorse you.
- **Build a Portfolio**
  - Many computer science majors feature their code on GitHub.
  - Creatives often have a website / digital portfolio to showcase their skills.
- **Share Your Articles**
  - Share articles you have written or features in your school or local newspaper on your social media platforms
- **Make Your Bios Professional**
  - If you use social media like Twitter or Instagram, your bio and information you share should reflect your professional passions and interests.
- **Tell Your story**
  - Whether it's through a website, blog, YouTube channel, article for your school paper or other creative way, find a way to tell your story and share your passion or art.

[collegeforward.org/cofo-blog/whats-your-online-presence.](http://collegeforward.org/cofo-blog/whats-your-online-presence)

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