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## Ways to Refresh Your Digital Footprint Before Job Hunting

### 1. Monitor Accounts

The best way to ensure your social media accounts cast you in a positive light is to monitor them regularly. Your social media presence can reveal a lot about who you are, and the last thing you'll want is for your personal life to ruin your career prospects.



### 2. Keep Profile Pictures Professional

Your profile picture should make a strong first impression and capture you at your best. Does it show you as approachable, responsible, and ready to be hired? If not, then now is the time to change it.

### 3. Minimize Internet Presence

Limit your online presence by focusing only on the accounts serving your personal and professional goals. Consider deactivating accounts you may have used several years ago but are no longer relevant to your life. Deleting these accounts prevents them from being hacked and creates a more curated digital footprint.



### 4. Manage Privacy Settings

Be proactive in managing your online reputation by controlling what information other people can access. Set your personal accounts to "private" and review them from the point of view of a prospective employer. Will they view you as an asset to their company or a liability?

### 5. Use Professional Social Media Handles

During your job search, your online presence should work for you, not against you. Ensure your handles are professional before engaging with prospective employers or co-workers on social channels. A safe bet is always some variation of your name—informative and to the point.



### 6. Update LinkedIn

A prospective employer will almost certainly check out your LinkedIn profile before setting a meeting. Take advantage of LinkedIn's resume-building and networking opportunities by completing your profile and using the app to stay updated on industry trends and chatter relevant to your interview.

### 7. Remove/Suppress Negative Content

Depending on the quality and quantity of questionable content that is searchable online, consider working with a personal online reputation management company. They can create positive content that will burnish your online image. As this fresh content ascends the rankings, the less-favorable stuff will move lower and lower in the rankings until it is difficult to find.

