

**Social Media and the Workplace**

Advantages of Social Media:

1. Networking
   1. Social Media sites allow you to connect with people around the world. As a business factor, networking is one of the most important things you can have.
   2. LinkedIn is the best example of a networking site.
2. Name Recognition
   1. When applying for a job, you want to have name recognition.
   2. We are more comfortable choosing someone whose name we’ve heard before. The same goes for employers.
3. Connections with People and Businesses
   1. Social Media allows you to conveniently connect with people and businesses.
   2. Beware of connecting with co-workers, especially with Facebook. Co-workers can be a valuable connection, but sometimes keeping your personal and professional life separate can have advantages.

Dangers of Social Media:

1. Unprofessional?
   1. Today, employers are checking social media sites to determine how their candidates act.
   2. You can have the best interview in the world, but fail your social media check.
   3. Whether for an interview, scholarships, or even general knowledge, everyone creeps on Facebook. What will they find when they look on your page?
2. Red Flags
   1. From pictures to status updates, anything can be a red flag. The biggest culprits would be evidence of breaking the law or racist/sexist comments. Basically, anything that could potentially get you (or the company you are applying for) in legal trouble is a red flag.
   2. For college students, the most common red-flag is under-age drinking.
3. Permanent
   1. Example would be pictures, videos, statues, and everything else you post. Once they are online, they never go away.