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# Your Online Presence

We know you've heard this before, but it's more important now than ever: **your online reputation can make or break your future career opportunities**. It's no secret that most employers search for applicants online before conducting an interview; the good news is that you can make your online presence work *for* you.

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## What Employers are Saying

Employers look for you on LinkedIn. If they can't find you, or if your profile is obviously out-of-date or lacking, that's a red flag. They'll probably search for you on Google, and they'll look at your other profiles they come across, including Facebook. If they see major inconsistencies between the person you've presented as to them and the person you present as on social media, that also raises red flags. As one recruiter simply put it, "**Clean up your profiles.**" Here are some tips to keep your online brand in line:

**Stay Up To Date.** If it's been awhile, it can take some time to update all of the information on your profiles. Put in the time now, then get in the habit of doing periodic updates to cut down on the work in the future. It reflects poorly on you if information associated with you is out of date or incorrect.

**Keep Your Screen Name Professional.** This doesn't mean you can't have fun with your Instagram or Twitter handle; they are personal accounts, after all. Just be aware that while what you post may not be public (depending on your privacy settings), your screen names are, and they will turn up in a Google search.

**Hide Those Party Pictures.** What a buzzkill, we know, but we have to mention it. Employers don't want to see pictures of you drinking—even if you're over 21, and even if it's in a real glass instead of a solo cup. Untag yourself, hide it from your timeline, check and double check your privacy settings, or if it's your picture, don't post it in the first place. The same goes for other drugs and drug paraphernalia.

