Facebook Fact Sheet for Job Seekers

Basics

Check out this free tutorial: http://www.gcflearnfree.org/facebook101

Your Profile

- Use your real name – this will make you easier to find.
- You may decide to have two profiles, one personal and one professional. You can do this by using a variation of your name such as adding a middle initial.
- Have a picture of yourself for your profile picture – you are your own brand.
- Cover picture – the cover picture is a larger picture that you can use artistically or to add another picture of yourself.
- Feel free to add things to the "About" section such as favorite movies, music, etc. – this is a good way to share your personality.
- Avoid sharing things like religious affiliation, political affiliation, and relationship status – it is not necessary to share these with potential employers.
- Keep it clean –If you already have a profile make sure to review and edit it along with your timeline for things you may not want shared any more.

Posts

- Use posts to further your credentials – avoid posts about what you are eating, how you slept last night, complaints etc. – instead focus on posts about the field/career you are pursuing: post about articles, blogs, or the latest research and share other media such as pictures or YouTube videos.
- Mix it up – be sure to post other fun things besides just industry related content. This will help share your personality and ensure you do not look one-dimensional.

Privacy

- Make sure your personal information and posts are shared only with those who you want to see it – group people in different lists such as friends, coworkers, etc. to tailor who can see and do what with your posts, photos and comments.
- It is a good idea to only share pictures with friends – remember any one who you are friends with can tag you in their photos and you have no control over what they might post. There might be some pictures your friends will share that you do not want employers to find.
- Notifications – set up different privacy notifications so you know right away when someone is posting something about you so you can review it right away.

Apps

- Use apps to aid in your job search – many job search engines have apps on Facebook to help in your job search. Facebook even has their own called the Social Jobs Partnership App.
- Other apps allow you to post your resume on your profile.
- Beware of 3rd party apps – some apps will access your private information and can make you susceptible to viruses. Make sure you read the terms of service before allowing an app to access your information.

Network

- Like pages and join Groups that are relevant to your field.
- Join a regional network – this will help distinguish you from others who may share your name. It will also help you connect with people in your same location.