



Social media: Personal



DIGITAL FOOTPRINT

Your online interactions leave a permanent trail. Anything you post online cannot be erased, even if you delete it. Colleges and recruiters, prospective employers, and parents check your social media presence.



RELEVANT CONTENT

Be authentic and engaging. Post unique and interesting content that will add value to your social media presence.



APPROPRIATE CONTENT

Use your common sense. If the content you are posting is defamatory, sexually explicit, illegal, vulgar, confidential or plagiarized, then it is not appropriate for social media.



PROTECT YOUR IMAGE

Manage your digital identity. Your online activity should mirror your personality and how you want to be perceived. Do not post material that can reflect negatively on your reputation.



THINK BEFORE YOU POST

Do not post anything online that you would not say to someone in person or in a public place.