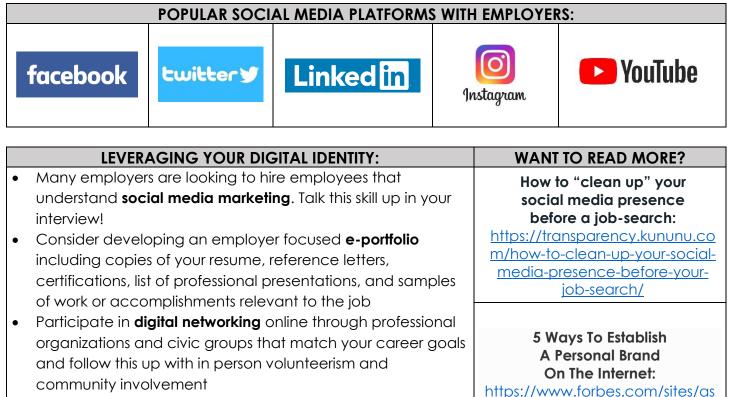
NORTH COUNTRY COMMUNITY COLLEGE

The State University of New York

ONLINE REPUTATION & DIGITAL IDENTITY

 Did you know? an estimated 70% of employers screen candidates using social media before hiring 85% of employers say a positive online reputation influences hiring decisions 	
DO:	DON'T:
 Set your social media profiles to private, unless the account is for professional use Google yourself, i.e. search for your name through internet search engines to make sure you are comfortable with what results are viewable Use your real name in your email address Set up a professional voicemail greeting on your mobile phone 	 Profile pictures are public by default. Do not post an inappropriate profile picture and check your previously posted profile pics, too Online posts are very likely to be publically searchable so don't comment online unless your comments are appropriate, civil, and reflect professional expertise



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Contact <u>StudenLife@nccc.edu</u> to schedule an individual resume or cover letter review session, or to schedule a mock interview.