

HOW TO

# Audit Your Social Media Profiles

BEFORE AN INTERVIEW



# Why does my social media matter?

As social media plays an increasingly large role in our everyday lives, building a reputable and professional social media presence can provide exposure and opportunities. In the midst of a job search, deleting or hiding social media accounts may seem like an easy way to avoid unnecessary scrutiny; however, your online presence not only helps law firms determine which candidates exemplify firm values, but also provide insight into how you interact with others and the world around you. In fact, around 57% of employers are less likely to call a candidate back for an interview if they have no social media presence and approximately 70% of employers said they check candidates' social media profiles for red flags.

## The reasons that employers that decided not to hire a candidate after conducting a social media search include:

- 39%** Candidate posted provocative or inappropriate content
- 30%** Candidate bad-mouthed previous company or fellow employee
- 27%** Candidate demonstrated poor communication skills



# Social Media Red Flags for Employers



Additional Resources

***Here's Exactly What Employers Look For  
When They Search You On Social Media  
[2019 REPORT]***

A detailed look at common social media myths and what you need to know before your next job interview.

[Read](#)

## **Negative posts about previous employers, coworkers, peers, or professors**

This includes posting anything about work that could be seen as confidential. Employers (especially law firms) will avoid hiring an individual who could cause security or confidentiality issues in the future.

## **Content that demonstrates poor writing and/or communication skills**

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## **Frequently posting polarizing content**

It's okay to voice your opinions on the Internet, but if you are regularly making incendiary comments, potential employers may get the impression that you are unable to have neutral and collegial conversations with colleagues.

## **Discriminatory posts of any sort**



# Tips + Best Practices

## Delete questionable posts

If you aren't quite sure whether a post could be deemed inappropriate or not, delete it to be safe.

## Choose a polished, professional photo as your profile picture

This applies to any social media account. Try to use the same photo for all professional profiles—consistency can help create a more memorable professional image.

## Untag yourself from photos you don't want potential employers to see

You can't control what others post, but you can avoid being held accountable for the posting decisions of others by removing that link between the photo and your profile.

## Keep your profile up to date

This is especially important on LinkedIn. Keeping your work history and description updated helps employers get to know you, not the 2011 version of yourself.

## Update your privacy settings

Check your privacy settings on Facebook, Twitter, and Instagram to ensure that any information you wish to keep private is hidden from public view.



Additional Resources

***Buffer: The 15-Minute Social Media Audit Everyone Can Do***

[Read](#)



# Facebook

While Facebook is primarily a personal networking platform, employers may look at it as a chance to get to know you on a personal level. Look at your profile with fresh eyes, from the perspective of an employer. Consider before posting– what is this saying about me?



## **Demonstrate your communication skills**

Proofread posts before publishing to ensure you are communicating effectively

## **Show your passion for the legal profession**

Groups are a good way to create connections while increasing your exposure. Participate in relevant groups and share articles related to the legal industry. Keep yourself updated on industry trends and news.

## **Be consistent**

Consider matching (or at least aligning) your 'About Me' section with the way in which you describe yourself in your cover letter and resume.

## **Review previous posts**

When reviewing old posts, check to make sure the photos you've posted or are tagged in are appropriate and that any descriptions are free of offensive language. If there is content you would not want a prospective employer to see, change your privacy settings.



# LinkedIn

LinkedIn is a professional networking platform offering opportunities to connect and communicate with members of the legal community.



## Engage with colleagues

Like and congratulate colleagues on new jobs, anniversaries and other career milestones.

## Join and engage with groups of legal professionals

Active Involvement in groups helps grow exposure and creates connections with others in your industry.

## Create a compelling summary

Your summary should be the focal point of your entire profile, and therefore thoughtfully written. Avoid generic language and include quantifiable evidence of skills and abilities when possible. Remember to revise and refresh this section regularly.

## Clean up job experience

Don't just copy and paste your resume in the job experience section. Try to paint a revealing portrait of the skills and talents you possess. This section should highlight your skills while being easy for a recruiter to quickly scan.



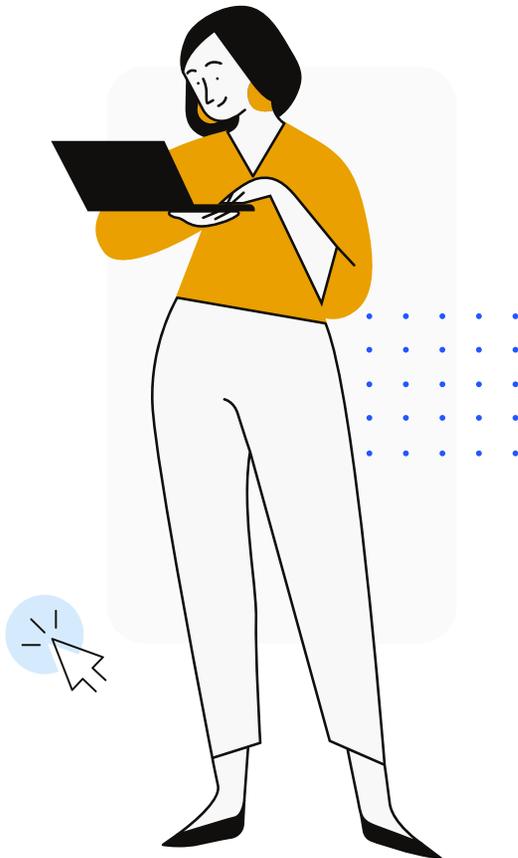
### TRY THIS

Instead of sending a generic request, personalizing request messages can make you stand out. Briefly explain how you know them, or the reason you wish to connect. Make the request as personalized as possible, and show enthusiasm and gratitude.



# Twitter

Twitter is both a news and social networking site. Many of the industry leaders and firms have accounts where they regularly post updates, news, and more. Twitter can help you keep up with industry trends while giving employers a glimpse into what you're passionate about.



## Ideas for maximizing your Twitter account

- Show off wit, creativity, and cleverness
- Engage with legal experts and leaders by following them and interacting with their posts
- Share legal news and use legal hashtags (ie. #LawTwitter)
- Connect with members of the legal community



# Instagram

Similar to Facebook, Instagram is primarily a personal social media platform. While Instagram can reflect personal qualities to potential employers, it can also raise significant red flags. Luckily, Instagram allows you to decide whether your profile can be seen by all or only those approved by you.

Recruiters want to see what kind of followers your profile attracts, as follower interaction gives insight into your personal relationships. This will show whether you are a good fit culturally for the firm.

## Be mindful of what you post

Recruiters are looking at your profile to determine how you represent yourself

## Change your privacy settings

You can easily switch your profile to a private setting requiring your permission before someone can access your profile.



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