

# Online Presence

**Graduate recruiters from Guidewire, Glanbia, Jameson, Accenture explain the importance of an online presence** - 2.02 minutes

Social media can be a real help when embarking on the graduate job hunt. Having a social media presence will create your online brand, support your networking activities, help you understand the career paths within organisations, see what past graduates from your course have achieved, allow you to find and apply for career opportunities, assist with your interview preparation and ultimately help you secure a graduate role.

We have created a presentation guide to creating a professional and impactful LinkedIn profile which is available to download

## Managing your online presence

Whilst having a social media presence can create opportunities and open doors, it can also ruin your chances of employment.

The best way to evaluate your online presence is to Google yourself. Look at the results and ask yourself the following questions:

- Is what you've found professional? (photo, email, content)
- Would you want an employer to see this?
- Will the information support or contradict what you've put in your CV and applications?
- If you found nothing, is that really helpful to your professional reputation?

## Useful Tips

- Learn how to use the privacy settings on all of your social media platforms
- Monitor what other people post on your wall and your tags.
- Ask others to remove photos or inappropriate mentions of you from social sites.
- Don't make negative or inappropriate comments or jokes about people or organisations

## Online tools to help you manage your online presence

- [Google Alerts](#) is a good way to find anything new about you that is added to the internet.

- [Reppler](#) offers a way to manage your image online across multiple social networks and gives you the option to fix any inappropriate content.
- [Hootsuite](#) lets you manage your social networks, schedule messages and engage your audiences.
- [Tweetdeck](#) is a Twitter tool for real-time tracking, organising and engagement.
- [Tweetdelete](#) helps protect your privacy by automatically deleting posts older than a specified age from your Twitter feed.
- [Justdeleteme](#) is a directory of links to delete your account from web services.