Why care about your online reputation?
In short, because employers care. In fact, according to Jobcast, a Facebook recruiting application that allows employers to tap into Facebook’s active user base, 93 percent of companies use LinkedIn for recruiting, 66 percent use Facebook, and 54 percent use Twitter. If recruiters are looking at your profiles, you only have once chance to make an impression. Make it a good one.

LinkedIn: Fully complete your profile
• Upload a professional photo to your profile. This will make it easier for you to be found in searches.
• Fill out the background summary and professional headline sections, which can set you apart from other candidates
• Elaborate on your work experiences, involvement in student organizations, volunteer experiences, and honors and awards

Facebook: Think before uploading and tagging
• Even if you think the information you post is private, someone else can make it public
• Be courteous and polite online. Audiences don’t appreciate negativity.

Twitter: You are what you tweet and share
• Before posting think, “Is this a good representation of me?” If not, refrain from hitting send.
• Pay attention to your grammar and spelling. You may want to post in a Word document first if you’re not sure, as poor grammar and spelling can reduce your credibility.