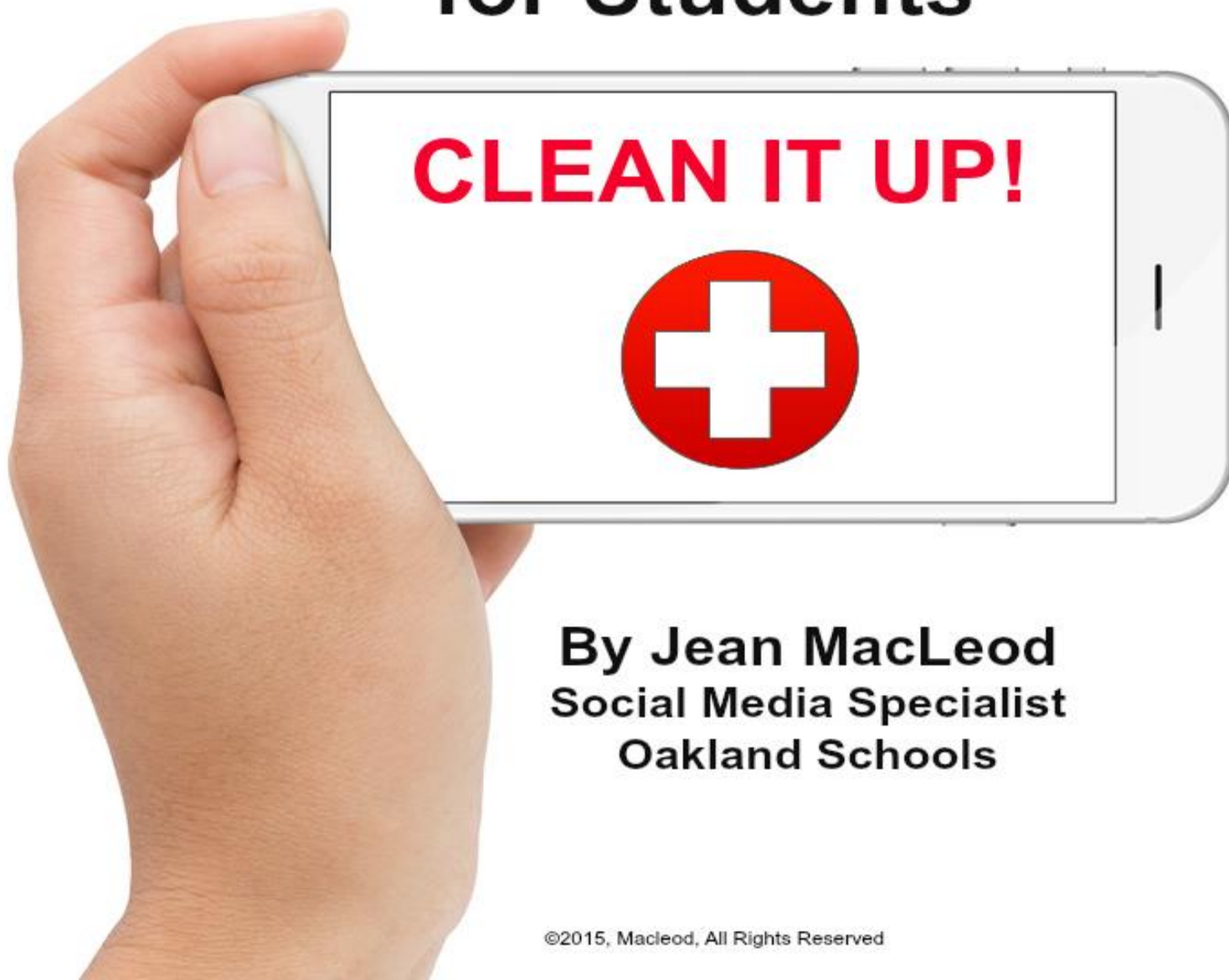


# A Social Media REPAIR GUIDE for Students

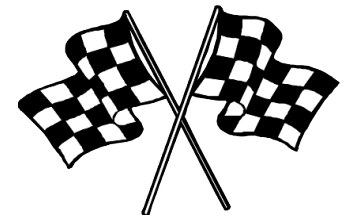


**By Jean MacLeod  
Social Media Specialist  
Oakland Schools**

# Clean It Up.

Perform a *Social Media Housecleaning...*





# START HERE:

## YOUR EMAIL ADDRESS

is the FIRST thing many employers and college admissions officers see from you.

## MAKE IT

*Simple, Recognizable, Professional.*

# Just. No.

**FailingSchool @whatever-dot-com**

**CutieWithBooty81 @whatever-dot-com**

**PimpDaddy @whatever-dot-com**

**SexyLegggs666 @whatever-dot-com**

**CantSleepClownsWillEatMe @whatever-dot-com**

**Choose Carefully!**

# DO! SANITIZE and REPAIR...

## DELETE THESE from ALL Accounts

- Inappropriate user handles or account names
- Profane, sexist or racist posts or comments
- Angry or threatening texts
- ALL photos or videos with nudity, alcohol or drugs (real OR implied)
- FOLLOWS or FOLLOWERS and Old 'Likes' and Groups that detract from your social reputation

## Facebook Reminders:

- Use privacy settings; set to moderate other's posts BEFORE posts appear on your Facebook
- Review/clean your Facebook Timeline from BEGINNING



# DO!

**EXPECT** Coaches, College Admissions Officers and Future Employers to **CHECK** Your Social Media Accounts, **SO...**



**Herb Hand**  
@CoachHand

Follow

Dropped another prospect this AM due to his social media presence...Actually glad I got to see the 'real' person before we offered him.

8:19 AM - 30 Jul 2014

3,962 RETWEETS 1,932 FAVORITES



**DO!**

**GOOGLE**

**Yourself.**

**Good? Bad? NOTHING?**

**'Nothing' is nearly as negative as 'Bad'!**

**Here's how to give yourself  
online credentials...**



# Build It Up.

The best way to FIX a  
**NEGATIVE**  
social media misstep, or  
a **NONEXISTENT**  
online presence  
is to post lots of  
**POSITIVE** content  
on social media,  
**NOW** and  
*going forward.*





# DO!

- **POST** your *good work, accomplishments, positive comments* on social media
- **SHARE** your videos, blog posts, awards, honors, projects, sports or club events, volunteerism – and use lots of **IMAGES** (tag yourself)!

# DO!

**ESTABLISH Facebook, Twitter, Facebook,  
Instagram & LinkedIn accounts...**



**YOU might not use these platforms, but you need to put  
your Good News where it will be VIEWED by College  
Admissions Officers, Coaches and Future Employers!**

# DO!

## SAFE-GUARD Your Social Reputation

- Purchase your domain name – it's your future "online real estate"; check name availability at [www.godaddy.com](http://www.godaddy.com) (e.g. [www.JohnSmith.com](http://www.JohnSmith.com))
- Create a LinkedIn profile – it's your online resume, and key to future career networking! ([www.Linkedin.com](http://www.Linkedin.com))



**We ALL Make Mistakes Online!**  
*Learn, Fix, and Move Forward..*



# REMEMBER



The best way to FIX a **NEGATIVE** social step  
is to post your **POSITIVE** social steps  
NOW and going forward.



**...and Social Media Repair  
Puts YOU  
in Charge of Your Future  
Opportunities!**



**QUESTIONS?**

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