



11 Easy Digital Housekeeping Steps

Digital Housekeeping means tidying up your digital footprint.

Before you actively begin looking for a job or career advice or just general networking, audit your social media profiles and get things in order. It's not unusual for social media platforms to change privacy setting options or the layout of your profile. Most importantly, you now have your MBA skills to highlight in your bios and professional messaging.

A future employer will look at your social media profiles and the information from your social media could sway their decision.

CareerBuilder research found that 44% of HR professionals were positively influenced by information found online about a candidate. The bad news is that 54% of HR professionals reported they were compelled not to hire a candidate based on what they discovered online.

Even if you aren't actively searching for a new job, having up-to-date profiles is a smart strategy for your overall career. It also shows you are digitally savvy when you have current and branded social media accounts. And always make sure you share the best information about yourself.

Below you'll find a breakdown of quick steps to take to clean up and enhance your LinkedIn, Facebook, Twitter and Instagram profiles.

Digital Housekeeping Across Social Media

The following should be updated across all your social media profiles, especially the platforms you are active on.

1. Profile Photo

Update your profile picture with a current shot. And consider using the same photo across all your social media accounts for better personal brand recognition.

2. Banner Images

Facebook, Twitter and LinkedIn allow you to select a banner image at the top of your profile. You can use this image to highlight an achievement, your interests or a special event.

Your banner on Facebook may be different from LinkedIn. Remember, LinkedIn is a professional network. But employers are checking you out on Facebook too, so make sure your banner isn't too personal or doesn't reveal information you don't want your future employer to know.

3. Bio / About Sections

Refresh your bio to keep it relevant. Make sure it includes the right keywords. And don't forget to double-check the link you include to your personal website, online portfolio or LinkedIn profile to make sure it is still working.



You don't have to use the exact same wording across all your profiles, though you may want to. There should be enough similarities between the different profiles so anyone can tell they all belong to you.

4. Personal Information

Remove unnecessary personal information from profiles. If you've included your mailing address, birth date, marital status or other personal information in any publicly visible portion of your profile, you may want to either delete it or if possible, hide it. Keep in mind, your email or phone number are required to set up your profile, but you can choose to keep it private.

You may decide to allow your contact information (email or phone number) viewable to the public to make it easy for recruiters to contact you.

LinkedIn

5. Add Multimedia

In your LinkedIn About and Experience sections consider adding multimedia to provide visual proof of your skills and what you claim you can do. You can embed MS Office files, a pdf, video or even a link to published work online.

6. Update Skills

LinkedIn allows you to list 50 skills in your "Skills & Endorsements" section. Add the skills you know are in-demand and employers are looking for. Use hard skills or industry knowledge and technical skills.

Once you've listed them, you want endorsements. The best way to get endorsements is to ask. Email colleagues who know your work and ask for a thumbs up. Better yet, endorse your colleagues' skills on LinkedIn and perhaps they'll return the favor.

Facebook

7. Review Timeline Privacy of Old Posts

Scroll through your old posts and make sure that the privacy is set appropriately. Most of your personal updates should probably be set so that only friends can see them. If you see the globe, it means that post is public and anyone can see it. Review your posts to make sure they pass the headline test. In other words, if the post was featured as a headline in a newspaper, would you be ok with it?

Twitter

8. Pin A Tweet

A pinned tweet is the first thing someone sees when they look at your profile. This is a great way to draw attention to an important achievement. The tweet you select could be a link to a recent blog post or it could highlight a positive professional milestone.

If you do pin a tweet, be sure you update it at least once a year. Keep in mind, a pinned tweet from 2 years ago makes your profile look stale.

9. Create Lists

To ensure you can easily see the news from key Twitter accounts, create lists to organize the feeds you want to follow and add accounts to the appropriate list. Your lists may be titled "industry news"; "local events"; "friends"; "target companies"; and any other topics you don't want to miss.



Instagram

10. Prune Old Photos

When someone ends up on your Instagram profile, they will see thumbnails of your updates and you want to make sure your collection makes the best first impression. Review your posts and prune any that are irrelevant or a distraction from your personal brand. It's ok to have a blend of personal posts and professional posts, but make sure you step back and assess the impression you are making.

11. Discover Career-Related Hashtags

Find new hashtags related to your new career goals. Use some of these new hashtags when sharing posts on Instagram. Using the right hashtags can help people find your updates (and profile).