



Facebook Cleaning

Making your Facebook clean and professional is a very important step to take when in the process of entering the business world. Employers have recently begun utilizing social media as a way to learn about the personality, interests, and skills of job candidates. Don't make a bad impression on *your* future employer – dust off your Facebook and give yourself the online identity that says you are a professional.

Facebook Activity Log

If your older Facebook posts and photos don't reach your current maturity level or would speak poorly on yourself to a potential employer, delete or hide them. You can easily do this by going to your *Activity Log* and sifting through your content by type, such as your posts, photos you're tagged in, and so on. This allows you to focus on one area of your Facebook account at a time and edit your content to fit your current maturity level and professionalism.

How? To access the *Activity Log*, log in, click on the downward arrow found in the top right corner of the home page, and scroll about half way down to *Activity Log*. Once there, go through the different sections by clicking on the various tabs on the left-hand side of the page. To the right of each post, click on the pencil button to delete, unlike, or hide it from your timeline depending on the type of post and options available.

Photos

If you don't want strangers to go through your photo albums, edit them so only your friends can view them. To do this, click on the icon on the bottom right corner of each album and change to "Friends." Also, tagged photos can be untagged or simply hidden from your timeline by using the *Activity Log*.

Settings

To find *Settings*, click on the downward arrow at the top right corner of the home page. All of the following sections can be found on the left-hand side of the page.

App Permission

Every few months or so, you should review your Facebook app permissions and remove any that you don't regularly use. In this section, you can see all of the apps your Facebook has permission to connect to; remove these apps by clicking *Edit* on the right.

Privacy

In the *Privacy* tab, you are able to edit who can see your posts, who can contact you, and who can look you up. Edit these settings so that only friends can see your posts. This way no matter what you post, no one from the outside can see what you're up to.

Timeline and Tagging

Edit who can tag you in posts and who can see posts on your timeline. This setting is important if you don't want anyone and everyone to be able to see your posts or tag you in their own.

Keep Your Profile Professional

Convey a professional image in your *About* section. There are many items in this profile that you should review, but here are a few specific items to keep in mind:

- Edit your work experience and education to be up-to-date and positive.
- If your relationship status is questionable or you don't wish for others to see it, keep it hidden by clicking *Edit* and choosing the "Only me" option in the top right corner.
 - For example, if your relationship is "complicated," you may wish to keep that to yourself.
- Only post basic information that you want others to see (e.g. phone number, email).
- Be careful to only "like" music, movies, TV shows, books, and other pages that agree with a positive image. Everyone has different tastes, but there are some movies or bands that may not speak well on you.
- Make sure you are only in groups that you truly support or that benefit the world or your community in some way.

In all sections, attempt to show a wide range of interests, creativity, communication skills, and positivity towards others. Attend events that promote a good cause, "like" a variety of books, films, and musicians that you've experienced (not just every Adam Sandler movie), and so on.

Some Helpful Tips

- Don't post pictures that contain questionable content, such as inappropriate clothing or alcohol.
- Don't talk about work on social media unless it's positive.
- Use proper grammar and punctuation to showcase your professionalism.
- Keep your posts short and mature. Don't post excessively.
- Don't write posts about political hot topics; keep personal opinions to yourself. However, posting articles from trustworthy sources isn't a bad idea – it shows you do your homework when it comes to real world issues.

For more tips for Facebook and other social media sites, check out this article:

<http://www.pcmag.com/article2/0,2817,2425985,00.asp>