Improving your Online Image

How your online presence could affect you
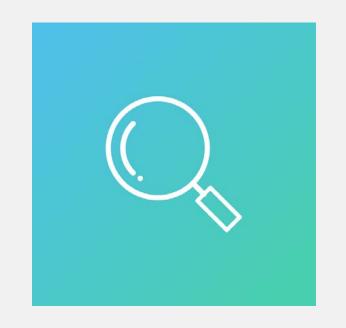
What is Digital Dirt?
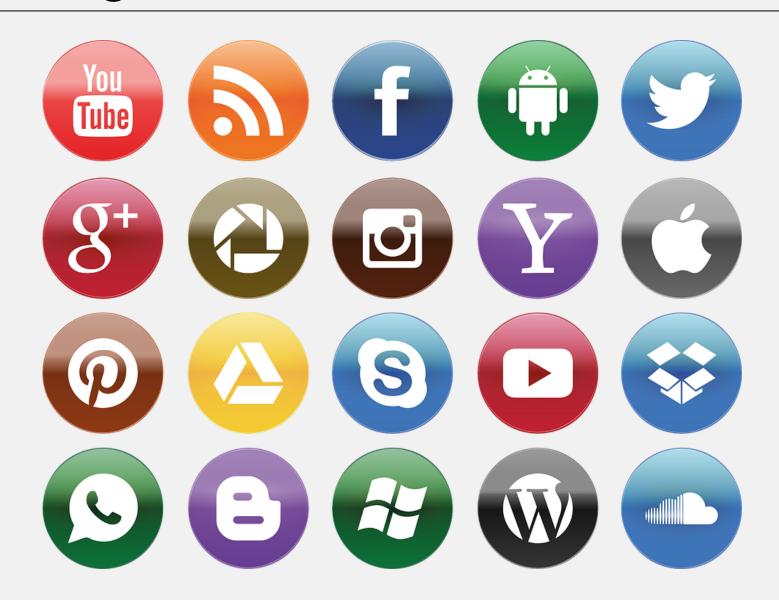
"Digital Dirt" is **unflattering** personal information or images "floating" around on the internet.

Personal information or images stored online could potentially become digital dirt.

Employers can, and often do, search the internet before or after an interview.

Places Digital Dirt Can Be Found

Get Your Digital Dirt In Check

- Clean up your social media: Facebook, Twitter, Instagram, etc. (even old accounts)
- Make sure to look at everything
- Pictures say a 1,000 words
- Look at your profiles with a critical eye
- Choose your "friends" wisely
- Search for yourself online
- Monitor yourself

Increase Your Positive Online Presence

- Create a LinkedIn Account
- Start a professional blog
- Design a professional online portfolio
- Join online groups related to your career choice major or professional
- Post intelligent, well thought-out comments
- Use a professional picture for your profile

Questions?

Burlington County American Job Center

609-518-3900

onestop@co.burlington.nj.us

If you have any questions, please feel free to contact us.