Create Personal and Professional Social Media Accounts

**Professional Account**
- Interact with colleagues and employers.
- Share personal information that is work appropriate.
- Share information that you would like colleagues and employers to know.
- Have a positive attitude!

**Personal Account**
- Use with the understanding that employers and others may be able to access this information without your knowledge.
- Protect your personal information by not disclosing it.

Be aware of the potential dangers and consequences of social media use. Besides affecting personal relationships, errors in judgment when using social media can have negative implications for your professional career.

CONTACT US
For additional information, check out the Communication Center website: [www.uccs.edu/commcenter](http://www.uccs.edu/commcenter)

To speak with a trained CEC Peer Mentor or Graduate Associate, contact us at (719)255-4770 to schedule an appointment.

Social Media Awareness
Developed by: Nick Piche
**Potential Employers**

Before hiring, employers regularly screen applicants’ social media profiles on sites such as Facebook and Twitter. Employers who find they can access such information will check it during your tenure as an employee.

**Be Aware**

You do not need to “friend” someone on Facebook, or allow someone to “follow” you on Twitter for them to be able to see pictures, profile updates, or Tweets.

**You Are Not Fully In Control**

Even if you are perfectly responsible with your social media use, you cannot control what others do. Others can post or tweet about you, and third parties may be influenced by this information.

**Horror Stories**

“According to CBS News, Ashley Johnson, former waitress, was fired after posting negative remarks about customers on her Facebook page.”

- CBS News, 2010

“A Georgia high school teacher claims she was forced to resign after her principal questioned her about her Facebook page, which included photos of her holding wine and beer and an expletive”

- CBS Atlanta, 2010

“Spies used Facebook to steal NATO official’s private data.”

- MSNBC Worldnews

“Using ‘socialbots,’ computer programs that mimic real Facebook profiles, researchers were able to harvest vast quantities of personal data.

Socialbots are increasingly being used by internet criminals…”

- BBC 2011

**Personal Safety**

Personal information, such as your address, class schedule, etc. can be used by strangers to locate you.

Other personal information and information phished from you from third party advertisements and pop-ups can be used for purposes of identity theft.

**Horror Stories**

“Spies used Facebook to steal NATO official’s private data.”

- MSNBC Worldnews

“Using ‘socialbots,’ computer programs that mimic real Facebook profiles, researchers were able to harvest vast quantities of personal data.

Socialbots are increasingly being used by internet criminals…”

- BBC 2011