ASSUME IT WILL BE SEEN
Therefore, as tempting as it is to post the photo of yourself stealing that McDonald’s sign or giving the finger to the security camera at a club with a bottle of Jack in your hand, it is a bad idea. Even if you are scrupulous about your privacy settings, once something is on the web you must assume it is out there for everyone to see forever.

WOULD YOUR GRANDMA APPROVE?
The basic rule of thumb for social media posting: If you wouldn’t want your grandmother to see it, don’t post it.

#TBT #NOFILTER
Photo-sharing apps can be deadly, because they are fast and mindless and show up quickly in searches. Always keep the pictures you post on APPs like Instagram “job-friendly.”

SEE YOU LATER HOTBABEMAGNET!
Never, ever, apply to a job or respond to an email from an employer from an account with an inappropriate username. Best case scenario: the office snickers behind your back. Worst case scenario: you have no job offer or lose the job you’ve worked hard to earn.

AVOID THE TABOO TOPICS
Because seemingly innocuous pictures (e.g., you and your buddies at the anti-Choice rally) can give employers more information than is necessary or helpful, think carefully before posting political, religious or other identifying information unless you are totally comfortable having it in the public eye.

GUILTY BY ASSOCIATION
It’s not just pictures of you that are being evaluated. If you post pictures of your best friend well past her alcoholic threshold, viewers can and will assume you are guilty by association.

140 CHARACTERS
Although photos are the most obvious aspect of your online profile, text-based posts, comments and tweets can be equally destructive to your career. Even if your pictures make you look like an angel, your status updates and tweets can ruin your chances of success if they are mean spirited or inappropriate. SimpleWash is a great app that will help you clean it up.

A PICTURE IS WORTH A THOUSAND WORDS
Photos can say a thousand words you wish they would keep to themselves sometimes. In fact, a CareerBuilder survey discovered that the number one reason job candidates are rejected these days is for posting unprofessional and inappropriate photos. Make sure your photos show you in the right light, because they are easy to share and can be picked up (and are given preference by) Google images, and other search engines.

A BRIGHTER VIEW
Although your employers are likely looking for warning signs on your profiles, don’t forget that you can use social media to your advantage, too. LinkedIn, Pinterest, Instagram, Facebook and Twitter can be excellent ways to promote yourself and distinguish your candidacy from the competition. Include any impressive work experience or interests you have in your public profile. Use bio options and tags to proactively promote yourself, not simply to list your hometown and your favorite ice cream flavor (although these are good to include, too). If the first result you have when you google yourself is that one time last year you won the annual beer pong contest, you might want to explore options to clean up your profiles further. You need to consider your public profile a kind of brand, so make sure the internet reflects what you want prospective and current employers to see.