

DIY: "Digital Dirt Dig"

What is it? Why is it important?



A 2020 study has shown...



79% of HR professionals have denied a job candidate due to inappropriate content on social media.



90% of employers say social media is important when evaluating a job candidate.



Top red flags to employers are provocative or inappropriate content, posts/images about alcohol consumption or drugs (especially underage), discriminatory or racist content, and lying about qualifications.

It is important to regularly review and manage your online presence to ensure that the content found by hiring managers leaves them with the best view of you and your brand. When you review your online presence to ensure that all representations of you are positive and appropriate, we call it conducting your own "Digital Dirt Dig."

Google Search the terms below. View all web and image results, click all links, and scroll fully through all pages.

Pro tip: Visit [google.com/alerts](https://www.google.com/alerts) to create an alert to be notified whenever someone Googles your name.

- Your first and last name (full name)
- Full name and hometown
- Full name and high school
- Full name and college (if you've attended more than one college, search your name with each school attended)
- Full name and all past/present employers
- Your social media handles and keywords like: weed, drunk, alcohol, drugs, any words or phrases that may harm your professional image

Review your social media accounts. Delete any inappropriate or controversial written content/images/videos. Check your privacy settings and consider which accounts you want to make private. Deactivate any unused accounts.

Some employers will even ask you to provide your social media information during a hiring process.

- Instagram:** bio, posts, tagged photos, story highlights, active story
- Twitter:** bio, tweets, retweets, likes, media
- Facebook:** bio, posts, shares, statuses, photos, active story
- TikTok:** bio, videos, shares

Just as important as burying your digital dirt is having positive content. One key tool for people in any industry to establish and maintain a positive, professional online presence and brand is [LinkedIn](https://www.linkedin.com). Work with a Career Services Intern to get yours started!