**Tips for Using Facebook for Professional Networking**

If you do decide to use the social networking site for professional networking here are some suggestions on how best to utilize it:

- First, make a decision whether to keep Facebook social or expand your use.
- If you decide to use Facebook for professional networking, take a close look at your profile and decide what you want business contacts or prospective employers to see - and what you don't.
- Create a simple profile (or clean up with your existing one) with minimal graphics and widgets.
- Limit the photos you post.
- Post content relevant to your job search or career.
- Use Facebook email to build relationships with your Friends.
- Choose your Friends wisely. Remember your Friends can see information about your other Friends in your profile.

**When filling out your profile list this information:**

- School and expected graduation date
- Concentration
- Clubs and jobs (as you would list on a resume)
- Take the "about me" section to boast about your qualifications and skills
- In your album place pictures that show you in leadership positions, accepting awards, presenting professionally, and participating in community activities
- Groups: join groups that might be club or organization oriented, concerning current issues (those that address them in a professional manner)
- Wall: use the wall as a "reference" list. Have people write positive comments on your abilities and successes.

**What you may want to think about before you add it to your profile** (employers can not legally ask you for this information but when you put it on your FACEBOOK profile you are advertising the answers)

- Your phone number
- The year you were born
- The year you graduated high school
- Sexual Orientation
- Political views
- Music, TV, or movies that may not show you in the best light
- Groups: that will give someone that does not know you a bad impression
- Quotes or information about you that is not professional in nature
- Photos that portray you in little clothing, making obscene gestures, or participating in other unprofessional acts
- Comments on your wall that lead to a bad impression

If you are a Facebook user and are concerned about employers (or others) seeing the personal information that you have on Facebook, you can change your Facebook privacy settings so only certain people, like your friends or other students, can view your profile.

Sources:
http://jobsearch.about.com/od/jobsearchblogs/a/privacy.htm
http://web.bsu.edu/careers/careerconnections/seniors/articles/issue4/Facebook.htm