Social Media has drastically changed the way in which we connect with people and information. When using social media personally or professionally, utilize the R.A.P.I.D. principle:

**Respectful**
Every moment is a job interview or networking opportunity
80% of employers ‘Google’ candidates, 35% don’t make offers because of what they find. Be professional & respectful.

**Authentic**
Each task is a chance to show pride and who/what you represent
Your digital footprint is also your brand, personally & professionally. Your content reflects upon you, the University you represent, and your family.

**Positive**
The Internet may be the longest relationship you ever have.
The Library of Congress began archiving ALL tweets in 2010. Only post what you’re willing to commit to, forever

**Intelligent**
Social media puts the world at your fingertips; leverage that power

**Distinctive**
Be platform specific
Curate what you share specifically to your network and audience. Remember, privacy does still exist -- offline.