

SOCIAL MEDIA

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

Listen. Learn. Engage.

DISTINCTIVE

Be platform specific

Curate what you share specifically to your network and audience. Remember, privacy does still exist -- offline.