SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

SUMMARY OF PROBLEMS AND PROCEDURES:

Often students upload too much personal information to the Internet. While this may not have an immediate negative effect, it can come back later when applying for jobs. All information posted on the Internet is not private, and may be available for future employers who search applicants on the web in hopes of learning more about them. With a good online presence, the chances of getting the job students apply for are higher. For this purpose, this reports analyzes the four most known and used social media sites.

SUMMARY OF FINDINGS:

The four most used social media sites are Facebook, LinkedIn, Twitter and GooglePlus. This report analyzed the use and advantages of each one, as well as address why building a good online presence is important when looking for jobs. Each social media brings different features but they all have the possibilities of showing and portraying the student's image. It is about what the student wants the site to be.

CONCLUSIONS:

Through the four most used and known social media sites, which include Facebook, LinkedIn, Twitter and GooglePlus it is possible to market one's personal brand and present it in a better way for potential future employees. By creating an account and continuously working on them, updating them, and learning from what other successful individuals or companies are doing to market themselves, the personal brand and good online presence can be established.

RECOMMENDATIONS:

It is highly recommended for students to create a profile in all four social media sites as they are widely used and recognized. Future employers may want an extension of the hard copy resume and they may resource to the Internet for further information about students. By having not only an account, but an appropriate and positive online presence, students increase their chances of getting the job they are applying for.