

## Social Media Scavenger Hunt

### Introduction

Social media is a good way to expand your network, keep in touch with your contacts, and make sure everyone in your network is aware of what you have going on. To use social media as an effective networking tool, you'll want to make sure your profiles are presentable and give an accurate idea of what you're all about. This scavenger hunt will help you see what you might need to change in your social media.

### Play

- Log in to your favorite social media platform and see if you can find the following things in your profile or in the profiles of others.
- An embarrassing photo that is visible only to some people
- An embarrassing photo that is shared publicly
- A post where someone was rude
- Five people in your network that you spent time with during the past week (face-to-face)
- Someone in your network that you haven't ever met in person
- A post that shared too much information
- Information about a person's hobby that is new to you
- Sensitive personal information such as home address
- A photo that you wouldn't want posted in the hallway of your school
- Someone in your network that could help you edit a college application essay
- Someone in your network who has been supportive of your goals
- The account of a college you might want to attend
- The account of a corporation or business in a career that interests you

### Take it from here

- Did you find anything that surprised you? Social media can be a great networking tool, but it can also give people the wrong first impression of who you are. Seventy percent of employers use social media to screen candidates; 57% are less likely to interview a candidate they can't find online, and 54% have decided not to hire a candidate based on their social media profiles. Here are some ways you can make sure your social media profiles are helping you network and not hurting your future.
- Follow that college account and that business account you found in the scavenger hunt. Seeing their posts will inspire you to follow through on your goals and get you familiar with what is going on at that campus or in that industry.
- Use social media to reach out to organizations that may help you achieve your college and career pathway goals. For example, if you are a girl interested in computer science, get involved with @GirlsWhoCode.



CFES  
BRILLIANT  
PATHWAYS™

# College + Career Readiness Resources

- Interact more with the people you identified who are supportive of your goals, and spend time with them in person. Social media can help you network, but make sure it's not the only way you interact with your supporters.
- Try to keep everything you share on social media clean and professional, and keep your publicly shared content minimal.
- Always be kind!