

# E-reputation: 4 tips to control your image on the Internet

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## 1 Convey a good image on Facebook.

Facebook photos have a significant impact on recruiters, sometimes as much as your CV picture. Candidates with a good-looking photo receive about 39% more interview requests\*.

## 2 Be active on LinkedIn.

Having a profile on a professional social network is nowadays essential. LinkedIn is widely used by recruiters, so make sure you have a complete profile and a professional picture. Add your experience, education, achievements and skills by highlighting interesting points and do not “copy and paste” your resume. Finally, regularly update your profile.

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## Use Instagram or Twitter wisely.

Remember that recruiters also have access to your Instagram and Twitter accounts if they are public. Take advantage of it because these tools can be a showcase for your expertise and/or artistic know-how. These social networks are relevant to jobs such as graphic designer, architect, drawer etc....



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## Be careful with your digital activity.

Don't publish and don't like anything. A "like" on a publication with a political or religious connotation could harm your image and give you a wrong label. Even if you delete old images or comments, it will take some time to no longer find them on the Internet.

\*Stijjn Baert, Professor at Ghent University, 2016.