

## What is the Career Development Center and how can they help you?

Bethany's Career Development Center provides students with the resources and guidance necessary to successfully manage their career and employment opportunities. Offering a helpful link for students between coursework and the possibilities that await them in the workplace and the community, the Career Development Center actively assists students and alumni to find rewarding and fulfilling vocations or to prepare for graduate school.



Let us know if you have any questions!

**Bethany**  
LUTHERAN COLLEGE

### Contact Us :



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# Online Presence Information Points

**Bethany**  
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[blc.edu/career-development](http://blc.edu/career-development)





## Online Presence Information Points Continued...

- Keep all photos online family friendly.
- Make sure that all media comments and assertions align with how you want to be seen in future business settings.
- Companies use social media as a way to screen employees and thin the candidate pool. Don't give reasons for them to eliminate you from contention.
- Media can give too much of a glimpse into your personal life and provide an unfavorable impression.
- Public complaining about your boss, co-workers, teammates should not be done on social media



**WANT TO TALK  
MORE ABOUT THIS  
TOPIC? WE CAN DO  
THAT!**

**Resources that you  
already have:**



Career Development Team



PathwayU



Handshake



Advisors & Professors



## ONLINE PRESENCE INFORMATION POINTS

- Make sure all online pictures, videos, and content are appropriate and tasteful.
- Online content should reflect your character in a positive way.
- Content is free of inappropriate items or gestures (including items in the background).
- Start being deliberate about your media content now and eliminate anything that might be seen in a negative light.
- Employers search your name prior to interviewing. If they find anything concerning, you may not get an interview.
- Avoid having a negative attitude online.
- Don't use unprofessional language/swearing.
  - Keep in mind that any pictures and posted media may be saved and shared at a later date by anyone that has access to these items.