MSU Law Career Services Office
Facebook Guide

According to the Pew Research Center, Facebook is the most-widely used social media platform and its user base is most representative of the population as a whole, so it has the most diverse users. This means that you can reach a very broad audience on Facebook, from current law school colleagues to potential employers and possibly potential clients. Take advantage of this opportunity and interact with many people by using Facebook professionally.

PRIVACY

■ Facebook offers many different privacy settings that allow you to control what certain users can see

■ The most basic way to limit your posts is to make the default setting for posts to be "Friends" or "Friends of Friends"

NOTE: Do not rely on your privacy settings to protect any content you put on your profile to ensure that it will not be seen by an employer. Content lives on in screenshots and can be reposted on other users' public profiles.

CONTROL YOUR POSTS' VISIBILITY

■ Control who sees your posts by changing the privacy setting on each post

■ This is a nice feature if you are not ready to open your Facebook profile up to professionals, but still want others to see your professional side on Facebook when they google you

TIMELINE REVIEW

■ Timeline and tagging review is a great way for you to control what others can tag you in

■ Timeline review allows you to review the post or picture before your network can see the post

NOTE: The network of the person who tagged you in the post will still be able to see the post or tag regardless of whether you permit the tag or not.

START POSTING!

■ Start by simply posting positive things about your education

■ The post below is an example of a great way to start, but you can also use the "@name" feature on Facebook to let the person or organization know that you appreciate the education you received

> Happy to be participating in moot court on national speech and debate day! For me, speech & debate was a gateway to intellectual development and self-confidence as someone who didn't always thrive in a classroom environment.
>
> I truly believe I wouldn't have graduated college, let alone attend law school, were it not for the numerous educators who sacrificed time and energy to support me. I didn't appreciate that enough while I was a participant, but every year I'm more grateful looking back. To my former coaches, teammates, rivals and judges: thank you. You made me the person I am today.

ARTICLES

■ Post articles, but don't just share them, make sure you post your own perspective

■ The content that you share along with your post will increase the likelihood that your post will appear in front of other users, even if the article is your own blog post

NOTE: You can also have fun on Facebook by posting things that align with your personality, and are also in line with your professional goals. Memes and pictures are a great way to do this.

> Ever wonder what the future of the healthcare industry looks like? Check out my new post on the coming of age of artificial intelligence in medicine to learn more! *#AI #ArtificialIntelligence #Machine Learning #DeepLearning #LegalTech #Healthcare*
>
> **How AI Will Transform the Healthcare Industry**
>
> *LAWANDFUTURETECHNOLOGY.WORDPRESS.COM*

PICTURES

■ Post pictures of you and your friends at professional events

■ This shows that you are putting yourself out there and meeting people

■ If you take a picture with someone you just met, tag him or her

SHOW YOUR SUPPORT

■ Facebook is also a great place to show your support for your family and friends

■ It is just like congratulating someone in person, but they may also appreciate a public shout-out

■ Review and edit your posts thoroughly, because a grammatical error will distract professional readers from the main message

NOTE: You can express you own style on Facebook, but keep in mind that posting on Facebook is like speaking at a networking event with millions of people with recording devices. Every post could be saved by a screenshot. Do NOT post anything that you would not want your future employer to see.