



# MSU Law Career Services Office

## Social Media Guide

### STRATEGIES

- Be nice
  - Use social media as a way to brighten someone's day
  - Like, comment, compliment, and share what other professionals are saying on social media
  - Elevate the conversation to something meaningful and professional
- Be friendly
  - Connect with people you recognize or would like to know
  - Send a personalized message to each new connection
  - Never send the basic LinkedIn connection request without a message
  - Use the Michigan State University College of Law LinkedIn page and the alumni search feature to connect with alumni
- Be yourself
  - Social media is an opportunity to display the nicest version of yourself
  - Showing people you are passionate about a certain area of law can help you get recognized in that field and possibly even land your dream job
  - Strike a balance between being personable and professional

### REMINDERS

- Assume you cannot delete anything you post
  - Posts, comments, retweets, pictures, etc. live on forever
  - Don't say anything that you would not want seen by your future employer or the state bar character and fitness committee
  - Your privacy settings are not foolproof
- Ignore the numbers
  - The number of followers, LinkedIn connections, likes, shares, or comments do not matter
  - Quality relationships and a positive online image are more important
- No Shouting
  - Shouting is posting without connecting the content to a person, place or topic
  - Each post should be accompanied by a hashtag, a link, a mention to another person or group, a picture, or a check-in
- Do not complain
- Do not post about clients, litigants, cases, etc. that you are working on