

---

# ALL ABOARD THE S.S. INTERNSHIP



## PROFESSIONAL JOURNALISM INTERNSHIP CLASS SPRING 2019

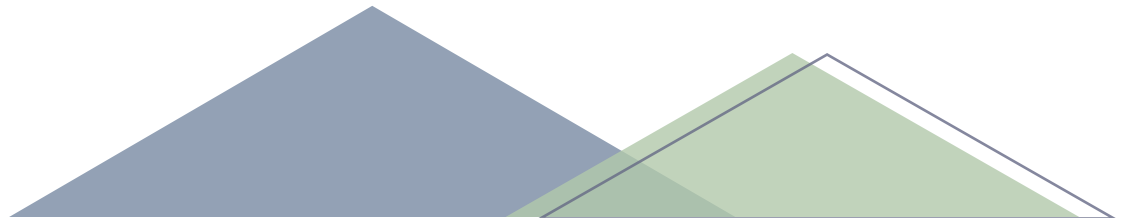
Aaron Mory, Abby Reich, Alex Maldwin, Bri Colebourne, Ethan Geggie, Frankie Rabas,  
Gabrielle Fischer, Hunter Armstrong, Indigo Holmes, Jordyn Schraeder, Karli Cox,  
Kayla Duket, Lydia Westedt and Megan Wiesner



# TABLE OF CONTENTS



- |   |  |    |   |
|---|--|----|---|
| 1 | Better to reach out of your comfort zone earlier rather than later | 8  | How to use personal social media to build your personal brand     |
| 2 | How getting involved in clubs can help you find an internship      | 9  | Growth in an internship   |
| 3 | Why you should get involved in your internship                     | 10 | How to dress for success  |
| 4 | How to be creative and make yourself stand out in your internship  | 11 | Organization improves efficiency at internships, jobs             |
| 5 | Creativity can be a courageous thing                               | 12 | How to successfully transition from student life to employee life |
| 6 | Prioritizing your portfolio content                                | 13 | Dos and Don'ts for social media posts                             |
| 7 | HUNTER'S STORY TITLE   |    |   |
- PHOTOGRAPHY BY Lydia Westedt  
GRAPHIC DESIGN BY Frankie Rabas





# BETTER TO REACH OUT OF YOUR COMFORT ZONE EARLIER RATHER THAN LATER

BY AARON MORY

## TO MANY, A COMFORT ZONE IS A PLACE OF PEACE AND SECURITY.

This personal space is something every one of us has and it can be small or large depending on the person. This is an area where those are comfortable with his or her own self. This area is free from stress, anxiety and worry; while safely inside, nothing can hurt you.

Everyone has different comfort zones where their confidence stops and limitations begin. Think of your comfort zone as a wall separating you from a certain task or object. Depending on the task ahead, this wall might be larger or smaller, but the overall concept is the same. Getting over the wall to whatever lies ahead isn't going to be an easy process and many might find it easier just to stay safe on one side. Not getting over this wall is a problem for many people of all ages. In order to really accomplish your goals and experience life, you need to get over this wall and step out of your own comfort zone.

By discovering early where your comfort zone is, you can then take steps toward something that you wouldn't normally do and further grow as a person. There are many obstacles in life that

will stand in your way. The best thing to do to prepare for these obstacles is to break out of your comfort zone early so you can start to adjust to the overall process. To start this process, instead of letting your problems halt you, push through them to achieve a feeling of personal success and gratification. When tackling problems head on, you'll be brought face to face with your struggles and forced to figure out how to get past them. This might be a tricky and stressful process, but in the end, you will learn more and expand your comfort zone.

You should also be open to new experiences. Through life, you will set many goals. Maybe it's a personal goal of achievement, or a professional goal tailored toward the future. Whatever it is, being open to new experiences allows one to live life not with so many limitations.

By starting at an early age, you can learn how hard it is to break out of your comfort zone, but at the same time learn how beneficial it can be. There is a whole life ahead of challenges and areas that might make you uncomfortable. The best thing for you to do now is to address your limits head on and start expanding your comfort zone to maximize your potential.





# HOW GETTING INVOLVED IN CLUBS CAN HELP YOU FIND AN INTERNSHIP

BY ABBY REICH

## ONE THING STUDENTS HEAR THROUGHOUT HIGH SCHOOL AND COLLEGE IS TO “GET INVOLVED!” AND “JOIN A CLUB.”

If you're anything like me, you probably thought about how you don't have the time or the energy to join a club on top of all of your classes, jobs, sports, etc. But joining a club was one of the best decisions I have made in my college career.

I took everyone's advice and looked for a club that pertained to my major, public relations. I found the Public Relations Student Society of America and joined right away in my first semester of college. Since then, I have gained lifelong friendships, networking connections, leadership opportunities and a passion for PR that I never thought I would get in college. However, the most important thing that I got out of joining PRSSA was experience for my resume that led to my first internship.

Getting that first internship can be scary, especially with no prior internship experience. In spite of that, I went out, joined PRSSA, and took on leadership positions that I put on my resume, which employers found impressive.

There are three key things club experience gave me in finding an internship.

First, and probably the most obvious, is experience. By simply going out and joining a club that pertains to what you want to do in an internship and after graduation, you are showing that

you are dedicated and interested in learning more about your field. You are gaining experience that can't always be found in the classroom.

Second, leadership skills and opportunities. Many clubs will offer leadership opportunities that you should = take advantage of! After my first year in PRSSA, I took a marketing position, which gave me great skills and experience that I put on my resume. After that, I was able to apply for an executive board position, which gave me even more amazing experience! It's all about seizing the opportunities that will lead to great things, like internships.

Finally, joining a club will give you a considerable amount of networking connections. By joining a club, you are making connections with other members, faculty, speakers, employers, etc. PRSSA gave me connections that I never would have found otherwise, that led to me getting all three of my internships. These connections are ones that you can use for years to come, so make them while you can.

Overall, joining a club leads to a lot of different opportunities, but the best one is the experience that can translate into an internship. If you take the opportunity to find and attend club meetings for something you're passionate about, it will lead to great things. I thank my freshman year self every day for nervously walking into that meeting room and taking a risk to join the group. So, I am going to join those who I always ignored at first in saying, join a club! I promise you, it's worth it.



# WHY YOU SHOULD GET INVOLVED IN YOUR INTERNSHIP

BY ALEX MALDWIN

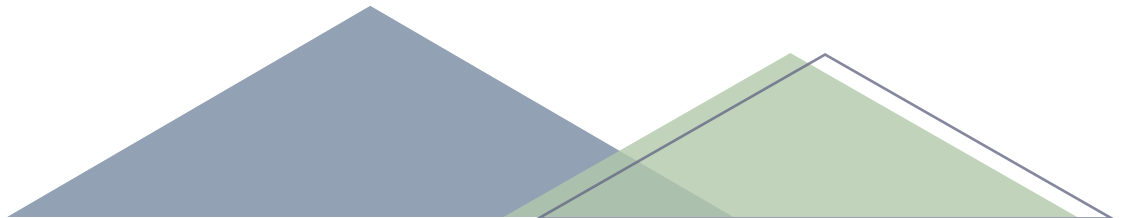
## THE IMPORTANCE OF INTERNSHIP EXPERIENCE CANNOT BE OVERSTATED.

There isn't a better way to learn valuable skills related to your major and the workplace in general. Regardless of whether or not your internship is directly related to your future career, you should still get as involved as possible. Internship experience will give you the opportunity to develop workplace skills prospective employers will find invaluable.

An internship can give you an inside look at a possible job and help you discover if the career you are considering is right or wrong for you. You can take classes and see if you like a type of career, but how can you know for sure? Pay attention to how the job feels. Do you like the work tasks you will be doing once you are professional? Your internship will give you a glimpse into an industry in which you might want to work and provide you with some clues as to whether it might be a satisfying and fulfilling field for you.

Most importantly, being active in your workplace can help you make contacts for the future. One of the most important elements for a post-graduate is networking connections. The people you meet at your internship are potential networking connections. Connecting with them on LinkedIn and getting to know them while you're there could be valuable to you even after the internship ends. You will be able to stay in touch with everyone when you leave and keep them up-to-date on your career. These contacts can introduce you to others in the field who may have opportunities that are just right for you.

Lastly, the people you get to know at your internship may take personal interest in your career. Talk to everyone who works at the company, both in and out of your department. It's good to make yourself memorable at your internship. When people at the company recognize you, it helps make a connection. When it comes time to look for a job after your internship, the people you meet can be potential references for you.







# HOW TO BE CREATIVE AND MAKE YOURSELF STAND OUT IN YOUR INTERNSHIP

BY BRI COLEBOURNE

## SOMETIMES BEING CREATIVE AND THINKING CREATIVELY CAN BE VERY DIFFICULT.

When you're stuck and can't seem to think of any new ideas, following current societal trends is a great way to explore and brainstorm new and innovative ideas.

I am an event and floral intern at House of Flowers + Couture Events, and at work we heavily use Pinterest for a great way to stem new ideas into this ever-changing industry. Pinterest is very helpful when working with potential clients for our events because it allows for any Pinterest board to be shared. Once our clients share their inspiration boards, it gives us a sense into the vision that they are going for, so we can cater to each and every one of their dreams. We find it very important to add our clients' style to their events, so being able to see what they are actually describing ensures a job well done.

Thinking creatively in the event planning field is a great way to stand out in your internship. Something is almost always expected to go wrong when planning and executing an event,

so being able to add different perspectives and solve problems is a way to make yourself stand out. Last summer, I would go from event set up to event set up on the weekends, and one thing that stood out was that mistakes are inevitable.

One time we were short an entire table of chair covers because the wedding party changed the seating numbers at the last minute and those changes were never communicated back to us. The chair covers were custom ordered for this wedding so there was no way we could get more of the same colors all within three hours. So, I suggested that we simply change the head wedding table chair covers to a different shade of the wedding colors because we would be able to match that with chair covers we already own at the shop.

My boss loved the idea and I think that was the turning point to when he really started to value my opinion more. It only takes the smallest idea to make an impression so next time your boss asks for your opinion, give it all you have. You work hard to gain experience with school work, jobs and extracurricular activities; why not show off everything you have learned?





# CREATIVITY IS A CONTAGIOUS THING

BY ETHAN GEGGIE

MY WHOLE LIFE, I HAVE STRONGLY BELIEVED  
THAT I USE MORE OF MY RIGHT BRAIN THAN  
MY LEFT BRAIN.

That isn't to say that my left brain doesn't exist or doesn't work, but I am the type of person who loves thinking outside-the-box and doing more "hands on things." I am very active and passionate about my hobbies and interests, and I strongly believe that those carry over to my mindset and outlook on life.

Jobs are evolving and really taking interest in what you do outside of working or school, and my creative mindset is what landed me an internship at EatStreet.

Of course, going to school, getting good grades and being involved is extremely beneficial as employers look for those qualities in an intern. However, since it is 2019, employers are going above and beyond about seeing what kind of assets you can bring to a workplace, not only with your major, but with your lifestyle and passions.

For instance, when I applied to EatStreet for the marketing associate position, my resume also included that I was in a band and that I curate and post most of the social media for it. When I had my Skype interview with EatStreet, that was one of the major topics we discussed. Creativity comes with being in a band, and since I play the drums, it showed them that I was patient, but also alert in a fast-paced environment. After they observed my band's Instagram and Facebook, they were impressed by the attractive posts and ways how I uniquely market my band in a way that separates us from other bands. During our interview they told me that I could be a contributor to EatStreet by effectively marketing their brand in a unique way that makes them better than the competition.

Displaying what you can contribute to an internship through your major and work ethic is important, but it does not hurt to incorporate things that you are truly passionate about, whether it be on a resume or in an interview, because your interests and hobbies can carry over to how well you fit in a job more than you would know. After all, creativity is a contagious thing.





# PRIORITIZING YOUR PORTFOLIO CONTENT

BY GABRIELLE FISCHER

THERE ARE MULTIPLE WAYS TO CREATE A PORTFOLIO TO SHOW YOUR WORK, SUCH AS WEBSITE, BOOK OR ELECTRONIC.

Portfolios are used for a variety of reasons, but preparing it for an interview is one of the most important reasons. When preparing your portfolio for an interview, make sure you have your most recent and relevant work inside.

Portfolios are not only for graphic designers and other artists, but can also be used to showcase a multitude of talents. A vast portfolio will show your qualifications, your achievements and your skills. The goal of showing your work is to showcase your abilities and how they could be utilized in the job you are interviewing for.

For example, if you are interviewing for a job in a journalism-related field, make sure your portfolio is curated toward that.

Inside the portfolio, include press releases, advertisements and writing samples. The purpose is to show your qualifications and prove you have experience that relates to this position. Most book portfolios will be 16-24 pages, but you will usually only show six to eight of those pages during an interview.

What should be included in your portfolio? Include your resume, letters of recommendation, and any relevant certificates, licenses, work samples, sales reports, etc.

Once your portfolio is complete, ask a few people to look it over to make sure there are no spelling mistakes or other issues. You can choose how to organize your portfolio: chronological, subject or learning outcomes. All of the work you wish to include should have a short caption or explanation of what the job was for and what the result of the work was.

However, a portfolio is not a show-and-tell book; it's to show you are able and qualified.







# BIGGER ISN'T ALWAYS BETTER

BY HUNTER ARMSTRONG

WHILE APPLYING FOR INTERNSHIPS, THERE MAY BE TIMES WHEN YOU RECEIVE MULTIPLE OFFERS.

If that's the case, bravo! You are doing something right. But now you have to choose between the offers and sometimes that can be difficult. If the size of the company is one of your deciding factors, there are some things you should consider.

Companies with a lot of clout are often found in bigger cities which, if you are in Oshkosh, are at least two hours away. That's a pretty nasty commute so you're probably gonna have to find a place to stay. This isn't a huge deal for some people, but it's just one more detail that needs to be taken care of.

Thanks to career networks like Handshake and LinkedIn, it's not too challenging to find a variety of great internship opportunities that are also close by. They might even have a listing for the exact position you want! However, they are likely going to be at smaller companies.

If you had Vince Filak for reporting or writing, he probably told

you about a former student who interned for a large, well-known Chicago publisher. The student chose them because of their reputation, but wound up playing the role of "coffee guy" and didn't bring much home for his resume or portfolio.

Filak probably followed that up by talking about another student who interned as a reporter for some no-name local newspaper in the middle of nowhere. At the end of her internship, she had many samples to add to her portfolio. The paper was small, so she was involved in many of the things going on.

Speaking from personal experience, I am in the 13th week of my internship with Fork Farms LLC. Their team consists of four people, or five if you include me. About one month after I started, they told me that I was essentially their entire marketing department. That's something that I get to say on my résumé after I'm done. That's nuts!

Choosing to work for a massive organization can be tempting. They're well established, and you can assume that you'll have decent job security. But if you want to leave an internship carrying a primo portfolio bursting with goodies, consider shopping local and shooting small. Bigger isn't always better.





# HOW TO USE PERSONAL SOCIAL MEDIA TO BUILD YOUR PERSONAL BRAND

BY INDIGO HOLMES

IN TODAY'S WORLD OF TECHNOLOGY-EMERGING CONTINUITY, the majority of young professionals make the lofty mistake of separating their personal and business lives online; however, with the right tools, motivation and frame-of-mind, the two lives have the capacity to both intertwine and benefit.

One of the many advantageous technologies that our society is privileged to have is social media. Personal social media accounts, whether on Instagram, Facebook, LinkedIn or Twitter, have the potential to strengthen your professional personal brand, contrary to popular opinion. If you desire to utilize them professionally, though, it is recommended that you implement the following four pieces of advice:

## 1. Find your niche.

"Finding a niche" is a phrase you hear almost every time someone talks about content creation because branding yourself is an essential step in the journey to professional success. Remember, the range of niches is nearly infinite, so make sure yours is unique and something you're passionate about. There are millions of social media users; what is going to make you stick out from the crowd?

## 2. Identify a target audience before posting.

Once you discover a niche, stick to it, as your followers— and potential employers— engage with posts because of the branding they see. They are now your target audience, so make sure your content will continue to interest them. For example, if you're looking for a post-graduation job in public relations in the music industry, consider posting photos of concerts you've attended, links to playlists you've curated or links to album reviews you've written. Not only will you get to share your

experiences with your friends and family, but this content will also act as an online portfolio in the eyes of future employers.

## 3. Be consistent.

If you look at other business profiles, you will notice that the most impressive ones are extremely consistent in their brand voices, tones, editing styles and post frequency. Don't unpleasantly surprise your target audience with a photo of you hanging out with your friends at a bar if you're looking to work for a charity children's center. Social media has its benefits, but it also has the power to massively damage your personal brand. So, be careful.

## 4. Post appropriate, high-quality content.

Speaking of being careful, this next tip should go without saying. Never post illegal or clearly inappropriate content. It's as simple as that. Regardless of whether or not you're trying to use your social media in a professional manner, employers will look at your profiles to determine your morality and personality. Posting your wild Pub Crawl photos is not worth unemployment!

Similarly, posting high-quality content will demonstrate your creativity and attention to detail, which are characteristics that all employers celebrate. Re-read your captions before posting, and consider investing in a nice camera or advanced photo-editing software, especially if you are pursuing a creative career.

Using your personal social media as a means to enhance your virtual professional persona ultimately captures the prosperous advantages we have from advancing technologies, and luckily, at the University of Wisconsin Oshkosh, the Professional Journalism Internship course helps us further develop our professionalism both online and face-to-face.



# GROWTH IN AN INTERNSHIP

BY JORDYN SCHRAEDER

---

## STUDENTS OFTEN HEAR ABOUT THE IMPORTANCE OF GETTING AN INTERNSHIP THROUGHOUT THEIR COLLEGE CAREER.

Professors and advisers stress that they are something employers look for, but students often don't understand how it can benefit them directly. Having an internship allows students to practice their knowledge from classes, as well as learn valuable lessons that go beyond the classroom walls.

Internships allow students to discover what they like and dislike, allowing them to change the direction of their studies and future jobs. For example, Frankie Rabas, a senior with a Public Relations major, got a job at Reeve Memorial Union working as the social media coordinator, where she posted about events and worked on social media campaigns. She worked in the position for a year, and then applied for the position of marketing coordinator, where she stepped into more of a leadership and graphic design role. She had no prior experience in graphic design, but as time passed, she became an excellent graphic designer and now has an abundance of work for her portfolio. Now Frankie is both the marketing coordinator and the marketing team leader for Reeve Memorial Union.

Without her first social media internship, she may have never been able to move up the ladder and have a wide variety of skills on her resume. Frankie is a prime example of growth and expansion of skills that she would not have had without her internship experience. Now she will be able to use her experience as an intern to become more competitive in the job market.

Another example of an internship directing education and

other opportunities is my experience working as an event planning intern for the Celebration of Scholarship at UW Oshkosh. During my first year in the position, I saw the research students conducted and became very interested in performing research of my own. I proposed a research project about racial segregation in housing to my sociology professor and we added an independent study to my schedule. When the Journalism Department posted that a Student Research Assistantship position was available, I applied and used my experience in the independent study as a selling point to hiring me for the position. I now have both internships and will be presenting my research at the Celebration of Scholarship.

In some situations, internships are a great opportunity to get your foot in the door at a company. Christina Basken, a journalism student, got a photography internship with the Experimental Aircraft Association. She gets paid to ride in planes and take photos of them, telling a story that writing cannot. Christina has wanted to be a writer since she was a kid and became interested in photography in high school, but she never thought she could combine her two passions in a job. She now works as the EAA Publications intern and is happy to have a job that allows her to do both writing and photography.

EAA was so pleased with Christina's work that they kept her on the staff during the school year and offered her a full-time position after she graduates. Christina said that having more internships has allowed her to find a job after graduation.

Internships are a great opportunity to take a chance and try something new. I once heard that internships are like dating, while jobs are like marriages. It's important to "date around" and find what best suits you before making a commitment to a company. Additionally, your skill set expands and your resume grows stronger with each internship you have, so get a few internships and see where they take you!



# HOW TO DRESS FOR SUCCESS

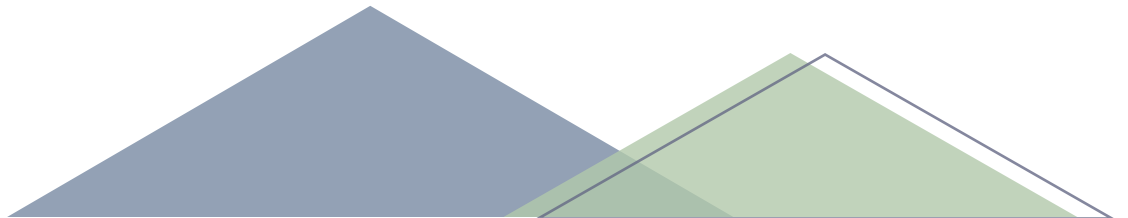
BY KARLI COX

DECIDING WHAT TO WEAR CAN BE ONE OF THE MOST NERVE-WRACKING PARTS OF AN INTERVIEW because you want to look professional, but you also want to be comfortable enough to nail the interview and feel great! Dressing for success shouldn't be stressful. Follow these tips, and you'll be sure to rock dressing for an interview every time.

If you are going to wear a suit, make sure it is a solid color and that it is gray, navy, black or brown. The suit should be tailored, nothing too tight or too baggy, because otherwise you won't look put together and will feel uncomfortable. Ties should either be a solid color, have thin stripes or a small geometric pattern and should go all the way down to your belt line. Belts and shoes should match, as well as your socks and pants! Shoes should be polished, free of scuffs, and have a short heel; no stilettos!

Now, if you are someone who likes to wear dresses or skirts, make sure they're not too short - just about knee length or longer - and have nylons underneath them. Also, wear a shirt that is not too revealing and simplistic jewelry. Too much cologne, aftershave or perfume can be distracting for the recruiter, so try to keep scents to a minimum. It looks the most professional when your nails are manicured and have a neutral polish, if any. Makeup should be simple with neutral eyeshadows; no crazy colors that will distract the interviewer. Lastly, make sure your hair is neat. You definitely do not want to look messy during an interview or have a complex style that you will keep fixing or touching.

Do not create any unnecessary distractions for yourself at your interview, especially when you are the one in control of what you will wear. Your appearance will be one of the first things the interviewer will notice about you, so make it professional and let your personality shine.







# ORGANIZATION IMPROVES EFFICIENCY AT INTERNSHIPS, JOBS

BY KAYLA DUKET

## ORGANIZATION IS AN ESSENTIAL SKILL TO INTEGRATE INTO YOUR DAILY WORK ROUTINE TO ACHIEVE MAXIMUM PRODUCTIVITY.

Creating habits throughout your day will not only make your job easier, but it will also be less stressful to have a clear organized system. Utilizing technological tools and scheduled practices will keep you on track to achieving your goals.

It's important to keep not only your physical work space organized, but also the tasks that you have to accomplish to hold yourself accountable to the company. Create both short- and long-term goals to keep yourself motivated to accomplish greater things. Creating to-do lists and calendar reminders takes an extra 5 seconds out of your day, and helps to keep your daily schedule organized, as well as allows you to keep track of everything you did that day.

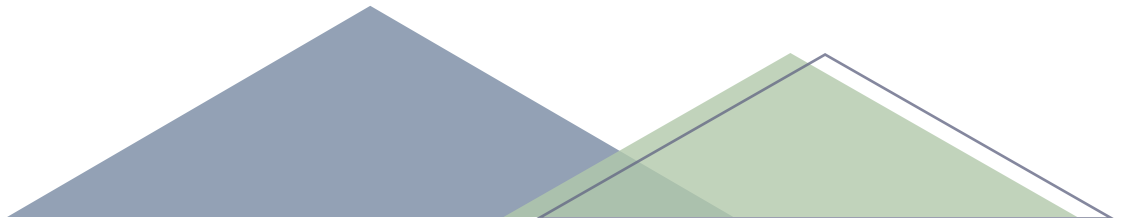
There is no greater feeling than crossing off the last bullet on your to-do list for the day. Allow these small organization tips to serve as small accomplishments for yourself to note how much is actually getting done!

When it comes to physical work space, every position is going to need different tools to accomplish the job efficiently. Many companies take advantage of an intranet software for employees to access a company database and serve as

an integrated communication tool. Each company will need different features for the specific intranet, but the overall idea is to serve as a central place to store company files, forms, updates and messaging tools. Intranets are a great way to keep the company as a whole organized because it's a central location for all employees to refer to.

Further, each specific job you have will need different tools to help keep organized. Many companies are going paperless each year, and storing files in a central location can be very beneficial to your productivity and reduce your stress of losing something important! Everything that can't be stored in the intranet can still be organized with other programs like Google Drive. Creating labeled folders in Google Drive is an excellent way to store materials you need for your daily tasks, in a free cloud you can access anywhere and at any time.

Many people mistake being organized as being more of an inconvenience to daily activities. However, those who integrate organized habits throughout their day are more satisfied with their job and more likely to move up within a company, according to Reader's Digest. Imagine a life where you can take one more step each day to achieve your career goals, and feel productive at the end of the day. Anyone can achieve an organized lifestyle and maximize their work experience; it just takes the small habits throughout the day to help you reach these goals!







# HOW TO SUCCESSFULLY TRANSITION FROM STUDENT LIFE TO EMPLOYEE LIFE

BY LYDIA WESTEDT

## LET'S FACE THE FACTS: GROWING UP IS HARD.

For many, at age 18, our parents and teachers expected us to know exactly what we wanted to do for the rest of our lives. Nothing makes them happier than telling them you want to go to college and start a successful career.

We packed up our bags and made the move to go live in a communal living situation filled with immature, unsupervised barely adult humans. This is the environment in which we are supposed to grow into professional, upright, educated citizens, who become those 30, flirty and thriving employees. Let's take a moment to appreciate how difficult this situation is.

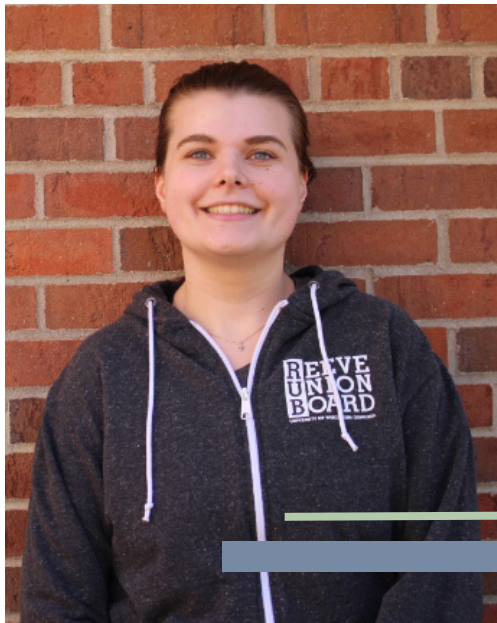
However, there are some simple tricks that will help you to feel and appear like a professional adult employee and not a drowning college student:

1. Build a professional wardrobe, starting now. It doesn't matter if you're a freshman who's still figuring out how to do his or her own laundry, or a super-senior who is starting his or her first real job. You need to start adding professional clothes to your closet and lifestyle. I cannot express the importance of dressing for success and embracing your unique aesthetic. Buying more dress pants instead of sweat pants will get you into the right mindset and help you to build good dress habits.
2. Make a conscious effort to spruce up your social media presence. Even if you're not planning to be a professional social

media manager, marketer or public figure, having a strong and appropriate social media presence can help you secure a job and make you appear like a more desirable candidate during employee searches. Conversely, having a poor social media presence, or a slew of inappropriate pictures, will significantly hinder your appeal. If your social media is up-to-par, having more social media followers means you have a broader network and impact, which can facilitate your job search. Your social media can act as a sort of online portfolio, rather than just a travelogue or photo album. Don't be afraid to upload some of your professional successes onto social media.

3. Learn to create your own homework. Here is one of the biggest differences between school and career life: you don't have professors to motivate you. In many jobs, especially for managerial positions, you will need to find motivation in yourself. In my experience, an employer will let you set your bar at the height you desire, and will either keep you or fire you based on your drive. Set the bar high, and you will advance in your career.

4. Adjust to the age differences. Throughout high school and college, we were surrounded with people who were primarily our age, other than a few professors or teachers. Once you hit the job arena, you will likely encounter people from all walks and stages of life. You might find yourself having to adjust your social habits slightly so as not to appear immature or inferior in the workplace. You may even have to adjust your verbal and social habits to be inclusive to those older and younger than you.



# DOs AND DON'Ts FOR SOCIAL MEDIA POSTS

BY MEGAN WIESNER

## WHEN YOU APPLY FOR A JOB, YOU USUALLY SUBMIT A COVER LETTER AND RESUME.

Employers look at that resume and cover letter, and then decide whether or not they want to bring you in for an interview. However, there's one more step employers usually take: they check your social media profiles.

When we post on social media, we don't always think of who can see these posts. If you want to work in media in any form, this is extremely important to keep in mind. I've created a list of some of the right and wrong things to do on social media

### DOs:

**Make posts often:** This one is a tricky one since it's a balancing act. You want to make posts often so that you can build up a following on your platforms of choice. However, you don't want to make too many posts within a day, since you don't want to make it look like you aren't working and are just liking, retweeting, commenting and posting all day. It's all about finding a happy medium between the two.

**Edit, edit, edit:** I will be the first to admit that I'm not the best speller in the world, and there are plenty of times where I've made a post that has had a grammar or spelling mistake. This is why editing a post before it goes live on social media is so important; it shows your attention to details. Some media platforms, like Facebook and Instagram, have editing features where you can easily switch around and fix things, while other

platforms like Twitter don't have an editing feature. Thus, if there is a mistake, it is very noticeable when you end up deleting and reposting a tweet with the correct spelling, grammar and facts.

### DON'Ts:

**Don't post anything inappropriate:** This goes without saying. However, there are still people who do this. You can have your account on private, but what if your potential boss already follows you on social media? The odds of this happening are slim, but it still can happen. Also, it's not a good idea to be posting pictures of you at a party drinking a lot of alcohol, especially if you're not 21 years old.

Always think, "Would I be comfortable showing this to my parents or grandparents?" If you're not, odds are you shouldn't post it on your social media page.

**Don't make polarizing content:** This is a biggie. It's OK to voice your opinions and stand up for what you believe in, but on social media, you want to tone it down to the lowest possible setting. The tone of voice matters, but it's near impossible to know what that is when you are reading text online. Think about the last time you sent a message and how the person that you were talking to took it the wrong way and became annoyed or defensive. This happens on social media all of the time and it is why there are so many different arguments going on at the same time. First impressions on social media matter; you don't want to end up making the wrong one with one little mistake.