1 Read the article quickly and choose the best headline (a, b or c).

a Stop using social media
b Do you know who's watching?
c The best way to find a job

Social networking sites offer important opportunities to connect with all sorts of people, especially if your goal is to promote a new product or start-up. To make the most of these platforms, you have to be just as careful with the image you present as you are with your products or business. This is not only true if you're trying to promote a product, but also if you are looking for work. In fact, did you know that what you post on social media sites today could affect your chances of finding a job in the future? Some companies don't just stop at the CVs that they receive, but they also look at a jobseeker's behaviour on social networking sites, mainly because what we say and do online may not always correspond to the person we describe in our CVs. It could even be said that a candidate's online profile might be considered as important as professional experience or qualifications.

Unfortunately, there aren't any written rules to tell us what we must or mustn't do, so the safest option is to use your common sense. Generally speaking, we all know that we should avoid saying or doing anything which could be considered offensive, be it face-to-face or online. Nonetheless, these rules appear to be easily forgotten on social media – some people fail to remember that what appears on their social media page or blog is public and can actually be seen by anyone. If you've been posting inappropriate language, making negative comments about others, or even uploading silly pictures you're unlikely to make a very good impression on, for example, a potential employer or client and they might think twice about doing business with you. The way we portray ourselves on social media could mean the difference between getting the job or customer and being rejected.

Therefore, we should use social media to create a positive online image by making sure that whatever we make public is what we really want people to see, including a future employer. So post pictures and news of your achievements, places you've been to, competitions that you've won, people you've helped or served well, and use positive language that makes you look professional. Ask your friends and family for their opinion on your online profile too. They don't have to check everything you make public, but they can give you an honest opinion about how you come across.

It's certainly advisable to take advantage of what social networking sites can offer, but before you click 'send' the next time you're about to post a picture or make a comment online, stop and ask yourself 'Who will see this and what will they think of me?'