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**Trying to figure out how to improve my social media presence and understand that people have been using LinkedIn for years, but now Instagram is the new site?**

While I know that Instagram is becoming more popular for social media purposes, I still firmly believe that LinkedIn is far and away the number one site for professional social media. As a Recruiter, we use LinkedIn all day every day in order to find good candidates for our jobs. We don't use Instagram for the purposes of finding a candidate because more often than not, you can't find out professional details about candidates on Instagram. I also understand that Facebook is trying to make a push into the professional social media space and that they will be rolling out a platform for job seekers, etc. For now, I'd say stick to LinkedIn!

**Will companies and hiring officials be more understanding about longer periods of unemployment during the pandemic (including the initial, slow phases of reopening) when looking at candidates? Or is this going to set me back even further?**

Most Recruiters/Hiring Managers will practice leniency when considering a candidate who was out of work because of COVID. We all understand that good employees are being cut because many businesses have slowed or are struggling financially, so it should not be held against people if they have a gap in their resume because it's hard to find work in a market with such high unemployment.

**How many years of experience should be included on a resume?**

This is a tough question because I always tell people that you never want to cut information from your resume if it's applicable to what you are applying for and will show strength in an area of expertise. So I guess the short answer is that it all depends on the type of role that you are applying for. If you are applying for a Senior level role I think it is appropriate to show up to 20-25 years of experience if it's all applicable. On the flip side, if you have older experience that isn't necessarily relevant to the job you are applying for now, it may make sense to cut that info off of the bottom of the resume to shorten it and keep it concise. The key is never removing information that is relevant to your skill-set and will show depth of experience in an area that you are trying to show expertise in.