Social Networking and Your Job Search

• 50% of employers now screen job candidates using social networking sites:
  – Facebook
  – mySpace
  – Twitter
  – Linkedin
Employers aren’t the only ones checking your networking sites

- Current Supervisor
- Customers
- Colleagues
- Coworkers
- Faculty
- College Admissions Staff
The facts

- Of the employers who do use the Internet to search candidates:
  - 35% of employers reported they found content on social networking sites that caused them to not hire the candidate.
  - Provocative photos and info are a bad idea (53% of employers won’t hire you).
  - Shared content with booze and drugs is also highly dangerous (44% dismissed candidates for this reason).
Students Beware.
The DON’Ts of Social Networking

- Don’t reveal info about family and friends
- Don’t post photos that include drunken parties, promiscuity, profanity, drug references or threats
- Don’t post anything you wouldn’t want your grandmother—or your best friend’s mother to read
The DO’s

- Clean up your profiles
  - The delete button may not mean it is gone
  - Info may be available for years, your profile may be viewed by identity thieves, spammers, and stalkers.

- Make social accounts private

- Make sure friends are not posting inappropriate pictures and information about you!
Think BEFORE you post.

DON'T BE STUPID

The probability of somebody watching you is proportional to the stupidity of your actions

Stop. Think. Think some more. You never knew who may be watching.
Is this how you want an employer to remember you?
Positive Examples

- Art
- Friends & Social Gatherings
- Sports & Intramurals
What to do if someone “tags” you:

- Follow instructions of website if provided.
- Communicate your concern to that person.
- If someone is constantly tagging you in embarrassing photos, just remove them as a friend from the “My Friends” page.
- Contact the website developer to have photo removed.
Wrap Up!

- Create positive content on social sites and professional sites like LinkedIn. This gives you more control over what others will see.
- Do a google search regularly to see how you appear to others searching for you. Almost 80% of people surveyed have not done this!
Questions?
Contact Career Services
careers@northampton.edu

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