



Managing Your Online Presence

Social Media Basics

- ✓ Most people use social media to communicate
- ✓ It can be a fantastic tool to connect with people personally and professionally
- ✓ Many employers are now using social media sites to promote opportunities and screen candidates

How do Employers Use Social Media?

According to a recent study of 1600 employers conducted by Jobvite:

- ✓ 94 % of recruiters use or plan to use social media in their recruitment efforts
- ✓ 78% of recruiters have made a hire through social media
- ✓ Of those recruiters that use social media, 94% use LinkedIn, 65% use Facebook, and 55% use Twitter

How Employers Respond to Candidate's Social Media

- ✓ 92% of recruiters used LinkedIn to vet candidates pre-interview, and 31% use Facebook to vet candidates pre-interview.
- ✓ In addition, 35% use Facebook to vet candidates post-interview, and 18% use Twitter to vet candidates post-interview
- ✓ When employers were asked how they would react to possible items discovered upon reviewing a candidate's social network profile, employers responded most negatively to references to doing illegal drugs, posts/tweets of a sexual nature, profanity in posts, spelling/grammatical errors, references to guns and picture of consumption of alcohol

What this Means for You

- ✓ Assume everything you post can be accessed by an observer
- ✓ Ensure that your privacy and security settings are on maximum, and be selective as to who you accept as a friend or follower
- ✓ You may wish to alter your name on social media tools that you would not want an employer to find you on (typically Facebook, others as well)
- ✓ Online information can be saved/cached and it's very difficult to delete anything that you post online
- ✓ You need to keep your profiles updated, positive, and professional
- ✓ Avoid posting anything negative about your employers or colleagues
- ✓ Ask yourself "how would I defend this post in an interview?" before you post anything
- ✓ Keep all pictures online respectable. They don't all have to be professional but be aware that what you post or what your friends post could be connected to you in a visible way

For more, see the *Branding Yourself Online* tip sheet.

LinkedIn Tips

Profile

- ✓ Have a complete profile that you update regularly
- ✓ Ensure that your header statement quickly captures your goals and what you have to offer
- ✓ Clearly articulate your duties for any position
- ✓ Have a professional looking headshot
- ✓ Ensure that your privacy setting allows employers to find you

Networking

- ✓ Add all of your professional contacts
- ✓ Personalize every LinkedIn request message
- ✓ Behave online as you would in-person. Always use please and thank you!

Sign up for the AA&CC LinkedIn Job Search workshop and set-up an appointment with a career counsellor or employment coach.