



SOCIAL MEDIA TIPS

Just the Facts

- 81 out of 100 recruiters said they use search engines to check out potential job candidates according to a 2019 article from Harvard Business Review.
- One in four said they use internet search engines to research potential employees, according to a CareerBuilder.com survey of 1150 hiring managers.
- One in 10 said they use social networking sites to screen candidates.
- 25 - 50 million proper name searches performed daily on the Web.
- Internet research to screen potential employees continues to grow rapidly.

What Happens on the Web Stays on the Web

- Posting intensely personal or provocative statements, photos or videos on social networking sites can lead to potentially being excluded from job/internship consideration.
- Web pages containing risqué photos and provocative comments about drinking, recreational drug use, and physical relationships can make applicants look immature and lacking in professional judgment.
- Making outrageous statements or negative comments on the Web about your employer can lead to you being terminated from your job.
- Be careful with opinions in general and even in blogs.

Clean Up Your Identity

- Use the Grandmother test before you put anything online.
- Take down any potentially risqué or provocative statements or photos.
- Limit who can see what you post.
- Limit what you post.
- Prepare responses for potential questions about your digital identity.
- Only post positive things which can enhance your image such as school and business awards. Also volunteer and community service would be appropriate to post on your personal websites.