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

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.

For more, see the Branding Yourself Online tip sheet.