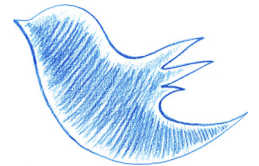


Social Media & Digital Dirt

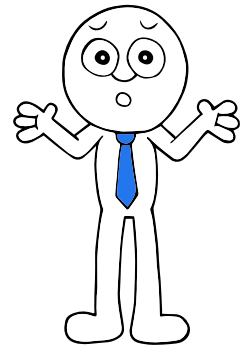
What can be a deal breaker for landing a new job? In 2018, an employer survey from CareerBuilder found answers to this question to help job seekers. First, employers said to make sure your online "persona" (the part of yourself you present to the world) is free of digital dirt! Why? Because 77% of employers use the internet (search engines and social media sites) to discover information about job seekers beyond the application and resume. And, 57% of employers said they found content that caused them to not hire a job seeker. Which social media sites do employers use?

- 50% of employers use Google or other search engines to research job seekers
- 55% of employers will research the job seeker on Facebook
- 27% of employers will monitor (read) the job seeker's activity on Twitter
- 25% will read the job seekers comments on Yelp or other rating site



What "digital dirt" are employers finding on social media sites that is causing them to eliminate job seekers from consideration? Here are some examples:

- 40% Job seeker posted inappropriate photographs or information
- 36% Job seeker posted information about them drinking or using drugs
- 31% Job seeker had discriminatory comments related to race, religion, etc.
- 27% Discovered lies about job seeker's qualifications and skills
- 27% Job seeker displayed poor communication skills and bad grammar
- 25% Job seeker bad-mouthed their previous company or coworkers
- 20% Job seeker shared confidential information from previous employers
- 22% Job seeker was linked to criminal behavior
- 22% Job seeker's screen name was unprofessional
- 16% Discovered job seeker lied about a work absence



In addition, employers said that social media postings caused a job seeker to be rejected for a job offer. Here are some examples of these postings:

- Job seeker's profile included links to an escort service
- Job seeker posted a photo of a warrant for his arrest
- Job seeker featured a pig as his closest friend
- Job seeker bragged about driving drunk and not getting caught
- Job seeker posted "wild" pictures from Sasquatch (Big Foot) and other festivals

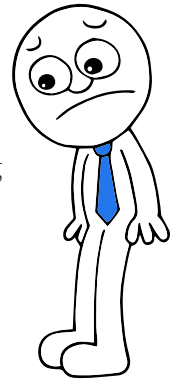


On the other hand, employers said they found **content** that made them more likely to hire the person. Here are some reasons employers gave for hiring a job seeker:

- 46% Got a view of job seeker's personality and saw a fit with company culture
- 45% Job seeker's posted information supported the application and resume
- 43% Job seeker's site displayed a professional image on social media
- 40% Job seeker displayed great communication skills
- 36% Job seeker was creative in a positive way
- 31% Job seeker received awards, certificates, and accolades (praises)
- 30% Other people posted great comments about the job seeker



"It is important for job seekers to remember that what they post to the internet — and what others post about them — can affect their chances of getting hired down the road," said Rosemary Haefner, Vice President of Human Resources at CareerBuilder. "Job seekers need to pay attention to privacy updates from all their social networking accounts so they know what information is out there for others to see. Take control of your web presence by limiting who can post to your profile — and monitor posts you have been tagged in."



Social Media Monitoring Doesn't Stop After Hire

Employers continue to monitor workers' online presence even after hire. 48% of employers say they use social networking sites to research current workers — 10% of employers research workers daily. 34% of employers found content online that caused them to discipline or fire a worker. To improve your social media persona:

- **Search your name on Google** and social media sites to see what an employer may see.
- **Review your privacy settings:** Social media sites change privacy settings, and often the change may lead to a change in your privacy settings. It is good to check privacy setting for all of your social media accounts monthly.
- **Showcase your skills:** Social media gives opportunity to show evidence that you are as exceptional as your resume says by posting certificates and awards you receive, volunteer work, academic skills, hobby skills, and positive comments from others. Employers who search social media will see that you are an excellent person. Be sure to put information where it can be found by employers.
- **Keep tabs on friends:** Just because you are being careful does not mean your friends are careful.
- **Watch** what others post on your profile — and where you are tagged — to protect your online image.



QUICK CHECK:

1. Define "persona."
2. What percent of employers use the internet to find information about job seekers?
3. What percent of employers found content that caused them to not hire a job seeker?
4. List 4 social media sites employers use.
5. List top 5 examples of digital dirt employers found on social media sites that is causing them to eliminate job seekers from consideration.
6. List 3 examples of postings that caused a job seeker to be rejected for a job offer.
7. List top 5 contents that made employers more likely to hire the person.
8. According to Rosemary Haefner, what 2 things are important for job seekers to remember?
9. According to Haefner, what 2 things can you do to take control of your web presence?
10. a) Does social media monitoring stop after hire? b) What percent of employers use social networks to research current workers? c) What percent of employers research workers daily? d) What percent found content online that caused them to discipline or fire a worker?
11. To improve your social media persona, for what should you search on Google?
12. Explain why you need to check your privacy setting monthly.
13. a) For what does social media give you an opportunity? b) List 6 things you can post as evidence that you are an exceptional person.
14. If you are careful, will your friends be careful?
15. What 2 things do you need to watch?
16. a) Before you apply for a job, do you think you need to spend time to clean up any digital dirt that may appear on the internet about you? b) Give a reason for your answer.
17. If you are in charge of hiring new workers: a) List 3 social media sites you would use to research job seekers. b) List 5 things found on social media sites that will cause you to not offer an interview to a job seeker.