e-NETWORKING

During the hiring process:
- Employers looking at social media (79%)
- Employers disregarding social media (21%)

Employers are looking for "digital dirt." This is evidence of negative or unbecoming behaviour posted online that reflects poorly on yourself and to which an employer may not want to be associated. Your online presence can affect an employer's decision to hire you or reject your application. The top 3 areas of online activity that concern employers most are:
1) Lifestyle
2) Inappropriate posts or comments
3) Unprofessional photos and videos

Now that employers turn to social media during the hiring process, how can you protect yourself from unwanted or negative attention?
Better yet, how can you market yourself in a positive manner through social media?

Manage your privacy settings to determine what profile information can be viewed publicly.

Avoid sharing or being linked to inappropriate content such as pictures involving drugs or alcohol.

Be wary of your posts and status updates. Avoid talking negatively about other people or companies.

Separate your social media and job networking site contacts. Ensure that networking sites have exclusively professional connections and affiliations.

Join groups and share your interests related to your professional goals. This will highlight your career interests and aspirations on your online profiles.

Google yourself to see what content is publicly available.

Consider using a variation of your name on social media sites for added privacy.

Keep your networking profile professional and up to date.