

§ 3.9

Social Media

How are you going to be viewed?

YOUR SOCIAL NETWORK PRESENCE WILL NEVER WIN YOU THE JOB, BUT IT COULD LOSE YOU THE JOB.

There are lots of online warnings about employers seeking out social network profiles of those applying for jobs. There is also a lot of good advice on how to best “clean-up” your online “act” before applying for a job. Doing so is an important part of job-hunting preparation. Consider the following:

1. **Realize and accept that you are going to be Googled.**
Potential employers will likely conduct a web search for you and will focus on your social network profiles.
2. **Scour your accounts for posts that are inappropriate or unprofessional.**
Take out anything that even hints at racism, sexism, or religious intolerance. (And then start working on improving yourself if any of these exist.) Consider deleting those bikini/Speedo shots and beer or bong party photos from the beach. Also, delete any evidence of personal spats or feuds that remain on your pages. Political positions are fine but try not to appear too far out on either end of the spectrum.
3. **Hiding compromising posts and images by making them private will likely not help.**
It is not uncommon for employers to require applicants to open their private pages during the interview. You are not required to login to your private account, but they also do not have to hire you if you refuse.

CHAPTER 3

Wrap-Up

WHAT YOU SHOULD KNOW

After reading this chapter you should know the following:

- Traditional sources for job hunting
- Networking ideas
- Telephone system of job hunting
- Online job-hunting techniques
- How to prepare a résumé and cover letter
- How to prepare for a job interview
- How to write a follow-up letter

ASSIGNMENTS

There are no assignments for this chapter.