

Implications of Social Media

This module discusses the reason why employers use Social Media in the hiring process.

Have you tried Googling yourself?

Social media has given companies a window beyond your resume into your life. Employers use it to see if you would be a good image for their company.

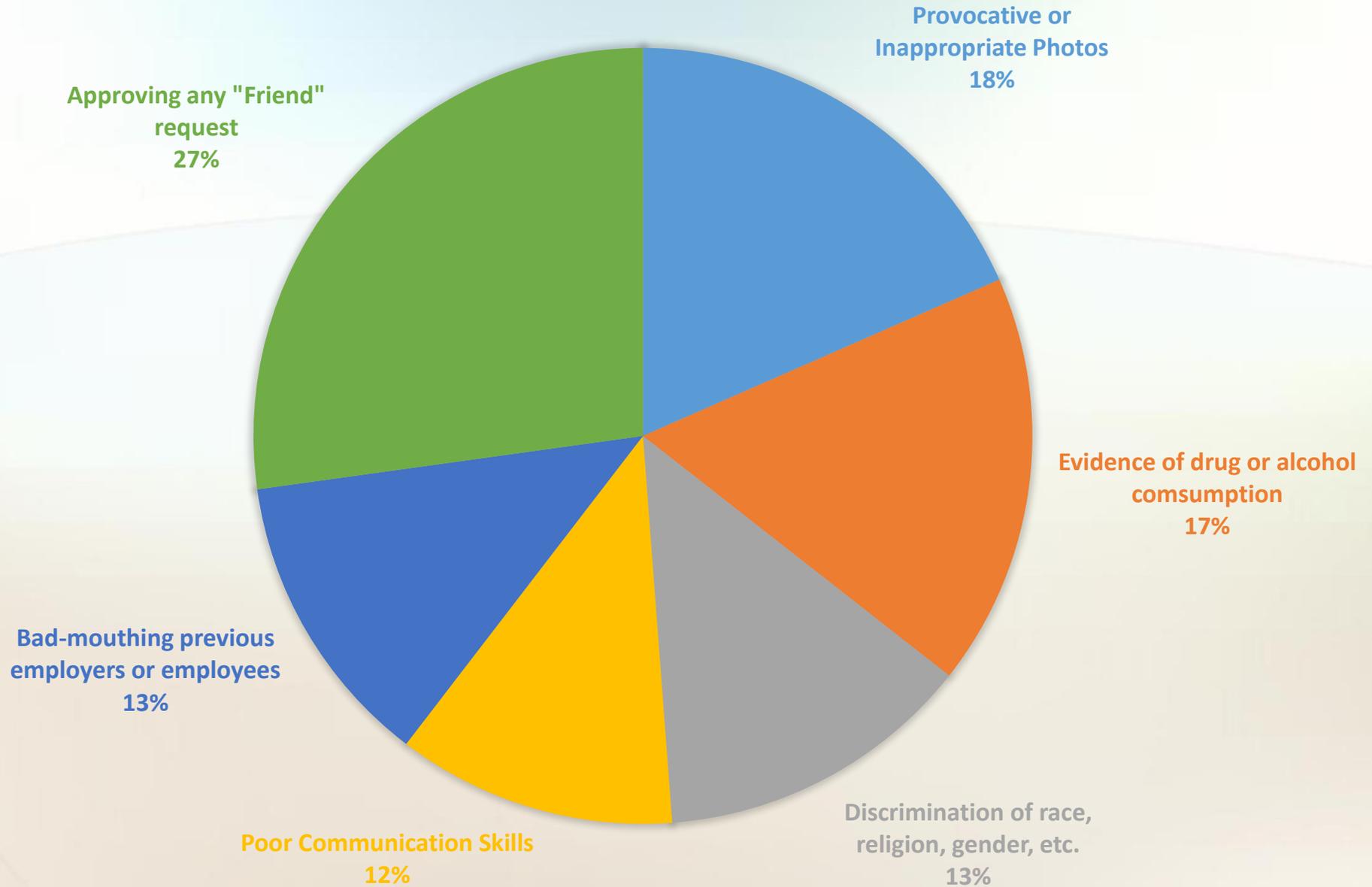
“Part of what companies do when they [search] for you on social media is to see how you conduct yourself. They want to know how you’ll interact with your co-workers and more importantly their customers or potential customers,” said Marcie Kirk Holland, a project manager at the UC Davis Internship & Career Center.

You didn't think your online life was private did you?

Today's technology makes it possible to share virtually everything about yourself instantaneously. Pictures. Thoughts. Locations.

While social networks are a great tool for keeping your family and friends abreast of what's happening in your life, that same information is available to prospective employers. All they have to know is where to look for it.

TOP REASONS WHY YOU DIDN'T GET THE JOB



Social Media Don'ts

If you want to use your profile to get hired or -- or at least not get fired -- here are three basic rules to keep in mind:

1. Don't announce interviews, raises or new jobs.

If you're unemployed, writing "Interview today -- wish me luck!" would be OK, or if you got a job, something along the lines of "So excited about my new job!" is totally acceptable. If you're currently employed, however, I don't think your boss would be too happy to see something like, "Trying to con my boss into giving me a \$5K raise. SUCKA!"

2. Don't badmouth your current or previous employer.

Just like in an interview, keep your rants about your boss or company to yourself. If hiring managers see that you're willing to trash a colleague online they assume you'll do it to them, too.

3. It is recommended that you don't mention your job search if you're still employed.

Social Media Do's

1. Show your personality

Whether you are a fashionista, foodie or just want to show off your adorable puppy, share the things that make you, you. Employers want to see who you are.

2. Pick the safe choice

You may be careful about what you post, tagged photos can be your worst enemy. You never know what could slip through the cracks. Changing your privacy settings on our profiles is the safest bet.

3. Use it to your advantage

Keep your eyes peeled for things on social media that could actually help your job search. Use your network to ask friends if their jobs are hiring.

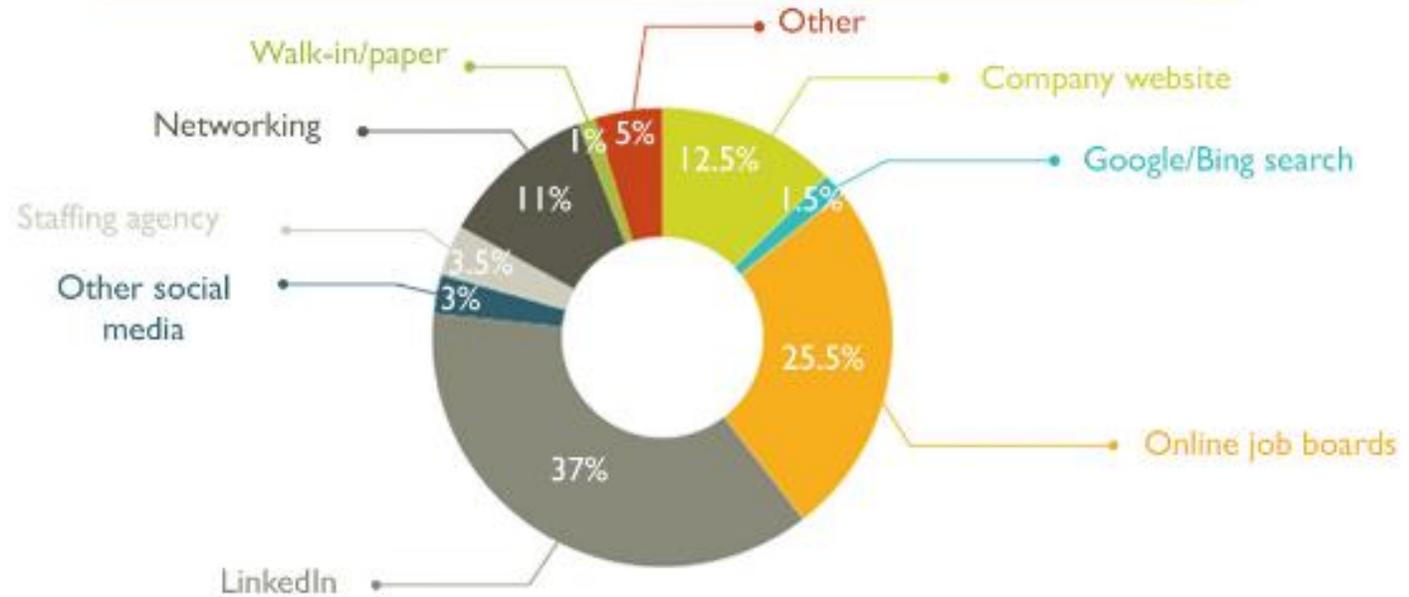
4. Brag on yourself

If you are actively involved in your community, school, or church list it on your social media as it will speak well to your social and civic responsibility.

According to Link Humans, LinkedIn is the preferred method for looking for and applying to new jobs.

USING **LinkedIn** FOR YOUR JOB SEARCH

PREFERRED METHOD FOR LOOKING FOR AND APPLYING TO NEW JOBS:



Resources

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Resources Cont.

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