

## SOCIAL NETWORKING

### **Social Networking: How it can affect your job/internship search**

Let's face it. Most, if not ALL, of us use some type of social networking website, whether it is Facebook, Twitter, MySpace, LinkedIn, etc. This is fine, as long as you use it wisely! Just because your parents (and some of the adults you know) aren't on these sites yet, doesn't mean ALL adults and/or employers don't know how to update a status or tweet. In fact, many employers are likely to use and screen job candidates via social networking sites. Here are some tips to ensure your profile doesn't knock you out of the race!

### **Reasons Employers Disregard Candidates after Screening Online:**

- Provocative or inappropriate photographs or information
- Content about the candidate drinking, using drugs or being involved in illegal activity
- Bad-mouthing a previous employer, co-workers or clients
- Evidence of poor communication skills
- Discriminatory comments
- Shared confidential information from previous employer

### **Reasons Employers Hire Candidates after Screening Online:**

- Profile provided a good feel for the personality and fit
- Profile supported professional qualifications
- Candidate was creative
- Profile showed solid communication skills
- Profile portrayed candidate as well-rounded
- Good comments posted by other people
- Candidate received awards and accolades

### **Dos and Dont's to Maintain a Positive Image Online:**

- **Do** edit your Twitter, Facebook, or MySpace page so that it covers a broad portion of your life
- **Do** portray yourself as creative and a good communicator
- **Do** censor your profile by removing pictures that could be seen as inappropriate or comments that contain rude language or excessive abbreviations
- **Do** be selective about whom you accept as friends, and monitor comments made others
- **Do** consider setting your profile to "private" so only designated friends can view it
- **Don't** mention your job search if you are still employed
- **Don't** include a link on your resume to any site which includes content inappropriate for a business audience
- **Don't** list your blog/twitter on your resume unless it is relevant to the career field/position for which you are interviewing.



Wesley College  
120 North State Street  
Dover, DE 19901  
careerservices@wesley.edu