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Social Media

TIPS FOR THE JOB SEEKER

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Online Presence

Online presence can make or break the success of a job seeker.

More employers continue to utilize the social media of an applicant to verify information provided on a resume.



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Did You Know?



- 43% of employers screen job candidates through social networks and search engines.
- 57% of employers are less likely to interview someone without a social media presence.
- 39% of hiring managers say **questionable content or behavior is the #1 thing they look for.**

Social Media Footprint

Employers check social media accounts for **Red Flags** that would deem an applicant a bad fit for their work environment.



Each time an individual posts a status or shares pictures to a social media account, they are building a “Social Media Footprint”.


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Even If...

Even if a job seeker chooses not to provide an employer with their social media links, the employer will most likely attempt a search.



Even if your social media account is set to private, it is sometimes searchable by potential employers.

Would You Hire You?

Job seekers should view their old posts and pictures as if they were the employer.

Ask yourself:

- Is the content that of someone that seems to be a great candidate?
- Is there anything posted on your social media sites that you wouldn't want on a billboard?

TIPS

Here are a few social media tips to ensure your “Social Media Footprint” doesn’t cost you a desired job.



Username

Social Media usernames are an extension of the account holder. In this case, the job seeker.

Social media accounts set up when individuals were still in high school may have less than professional usernames...

➤ Isn't that right “**DisneyPrincess99**” ?

A job seeker should keep **usernames and social media handles simple, yet professional.**

Profile Pictures

When searching an applicant through their social media, the first impression an employer will have is from the applicant's profile picture.

- Avoid profile photos with suggestive content such as alcohol, drugs, or suggestive hand gestures.
- Avoid profile photos that are outdated or contain a large group of people.
- Choose a profile photo that shows a clear view of your face.

Consistency

All social media accounts should have consistent information about the job seeker.

If LinkedIn shows “*4 years in finance*” but your Instagram feed has a picture of the you in a barista uniform from last year, that would be considered a “**Red Flag**”.

A Job seeker’s skills, work history, and profile pictures should be up-to-date through all social media sites.

Posting Strong Opinions

When posting or sharing posts to social media, a job seeker should avoid inflammatory posts regarding religion or politics.

Employers want to know that their team members can put aside any differences and work together.

The content of a job seeker's social media profile should consist of topics that show their interests in positive topics and expertise in their field.

Venting About Former or Current Employment



According to careerbuilder.com, bad-mouthing a previous company, manager, or fellow employee will quickly cause a candidate to be rejected.

A comment about your "stupid boss" could cause your application to simply disappear.

An employer will likely imagine the same thing being posted about them if you are hired.

Appropriate to Post

Your social media should include the following:

- Business Updates or Articles
- Sharing News About Your Industry
- Photos/Videos of Interesting Places or Things to Do in Your City
- Upcoming Conferences, Webinars, or Other Events

Inappropriate to Post

If you want a job, don't even think about posting:

- Complaints About Your Boss or Work
- Photos of You Partying
- Political and Religious Rants
- Vulgar and Violent Language
- Relationship or Personal Issues



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Untag , Unfriend, Unfollow

- A job seeker's social media friends and followers are informal references.
- In this case “**Guilt By Association**” is a reality.
- When social media friends post negative or divisive content and tag the job seeker, the reputation of the job seeker is jeopardized.
- A job seeker should scrub their social media pages of anything negative, including posts, pictures, friends, and followers.



Positivity is Key



Be the candidate
that **stands out!**

Job Seekers with positive social networks that represent their skills and experience in the workplace will definitely be at an advantage when applying with perspective employers.

LOCATIONS

COOKE COUNTY

1311 North Grand Ave.
Suite 200
Gainesville, TX 76240
940-665-1121

FANNIN COUNTY

1205B E. Sam Rayburn Dr
Bonham, TX 75416
903-640-0222

GRAYSON COUNTY

2415 South Austin Ave.
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