



twitter



## Social Networking Is Also an Employer's Resource

What happened in Vegas may not have stayed there.

Jobseekers, beware of those tweets. They may come back to bite you!

Employers are scouring the Internet and job seekers should be aware - what you share on your social networking sites is checked to research job candidates. In order of popularity, websites checked include Facebook, LinkedIn, MySpace, and blogs, while others follow candidates on Twitter.

What did employers find that caused them to reject applicants after searching online? Top examples cited include: provocative or inappropriate photographs or information; content about them drinking or using drugs; bad-mouthing their previous employer, co-workers or clients; showing poor communication skills; posting discriminatory comments; lying about qualifications; or sharing confidential information from previous employers.

It does not pay to be cute in an e-mail or job application. Candidates have been disregarded for sending a message using an emoticon, such as a smiley face or for using text language such as GR8 (great).

Conversely, some employers found online screening helpful and they hired candidates using the information as part of the selection process. Examples include:

- Profile provided a good feel for the candidate's personality and fit or supported candidate's professional qualifications,
- Candidate was creative; showed solid communication skills; was well-rounded or received awards and accolades,
- Other people posted good references about the candidate.

Is it fair and valid to use information found on a social networking site to hire or not hire? Is this an invasion of privacy? Social networkers are able to go into their security settings and block unauthorized people from accessing their site. However this could also be a red flag and a cause for concern to potential employers. It's a brave new communications world with no easy answers.

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[http://hrblog.typepad.com/perfect\\_labor\\_storm/social-media/](http://hrblog.typepad.com/perfect_labor_storm/social-media/) )