

Working for a staffing company is never boring. We are a people business, so daily I hear tales of great candidate successes and every once in a while, shocking defeat. Last month we had to navigate a social networking snafu with a candidate. For most employers and employees, this is new territory.



Employers and recruiters are increasingly using social networking tools to sort through potential job candidates. CareerBuilder recently conducted a survey about employers and their relationship with social networking. The survey was telling. Twenty-two percent of employers said they used social networking sites when they were looking for or evaluating potential job candidates. Thirty-four percent of those that use social networking sites to screen candidates found content that convinced them to remove a candidate from their search. Ouch.

The internet is a public place. It is a permanent record of sorts. There is no doubt at this point, that usage will grow and employers will view a person's online image as a part of their personal branding.

Here are a few basic guidelines that we give to our candidates when we advise them about social networking:

✓ DO	✗ DON'T
<ul style="list-style-type: none"> Google yourself Get rid of any online information you wouldn't willingly show an employer Make your public profile professional Show a wide range of interests List awards and recognition that you have achieved Communicate well and keep your profile current Monitor what your friends are saying - Block inappropriate comments Go private. If possible, set your profile to "private" - only the people you select will be able to view your profile. 	<ul style="list-style-type: none"> Say bad things about a previous employer Share proprietary information or sensitive information from past employers Lie about your previous experience ... or anything else Use an inappropriate screen name Post inappropriate photos, video or verbiage Use poor communication skills Post pictures or descriptions of yourself using illegal substances or drinking Join groups with questionable names Indicate that you are open to job opportunities if you are still employed

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