

How Social Networking Sites Affect your Job Search

- The top industries most likely to screen job candidates via social networking sites or online search engines are those that specialize in technology and sensitive information (i.e. Information Technology and Professional and Business Services)

Reasons Employers Disregard Candidates after Screening Online:

- Provocative or inappropriate photographs or information
- Content about the candidate drinking or using drugs
- Bad-mouthing previous employer, co-workers or clients
- Evidence of poor communication skills
- Discriminatory comments
- Lied about qualifications
- Shared confidential information from previous employer
- 14% of employers have disregarded a candidate because they sent a message including a smiley face icon
- 16% of employers dismissed a candidate for using text language in an e-mail or job application

Reasons Employers Hire Candidates after Screening Online:

- Profile provided a good feel for the personality and fit
- Profile supported professional qualifications
- Candidate was creative
- Showed solid communication skills
- Portrayed candidate as well-rounded
- Other people posted good references
- Candidate received awards and accolades

DOs and DON'Ts to Keep a Positive Image Online:

- **DO** edit your blog, Facebook, or MySpace page so that it covers a broad portion of your life
- **DO** write wittily and compellingly to 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 who you accept as friends, and monitor comments made by 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 that is not appropriate for a business audience
- **DON'T** list your blog on your resume unless it is relevant to the career field/position that you are interviewing for

Career & Professional Development Center, California University of PA, 230 Eberly Hall (EBE)

Phone: 724-938-4413 - Fax: 724-938-5770

Email: careers@calu.edu - Web site: <http://www.calu.edu/careers>