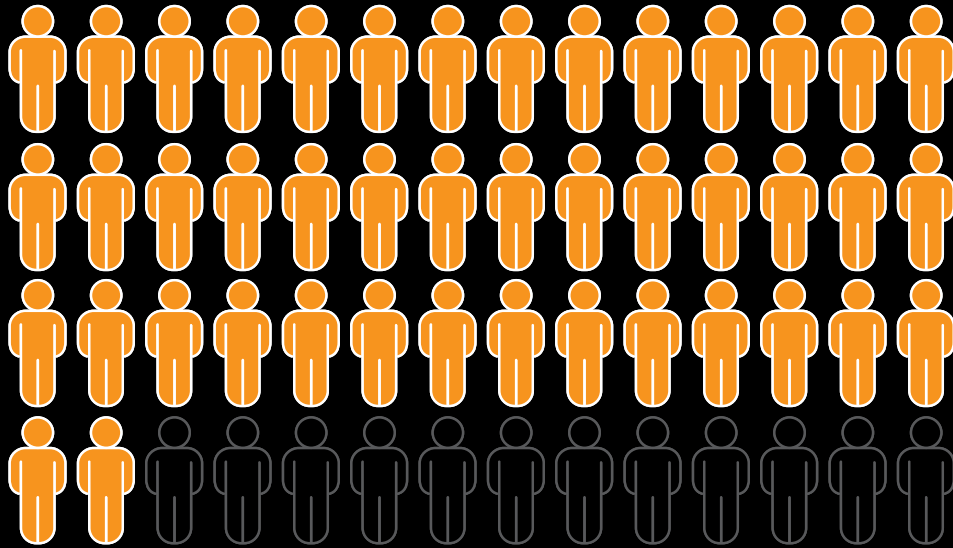


**CLEAN  
UP YOUR  
DIGITAL  
DIRT**

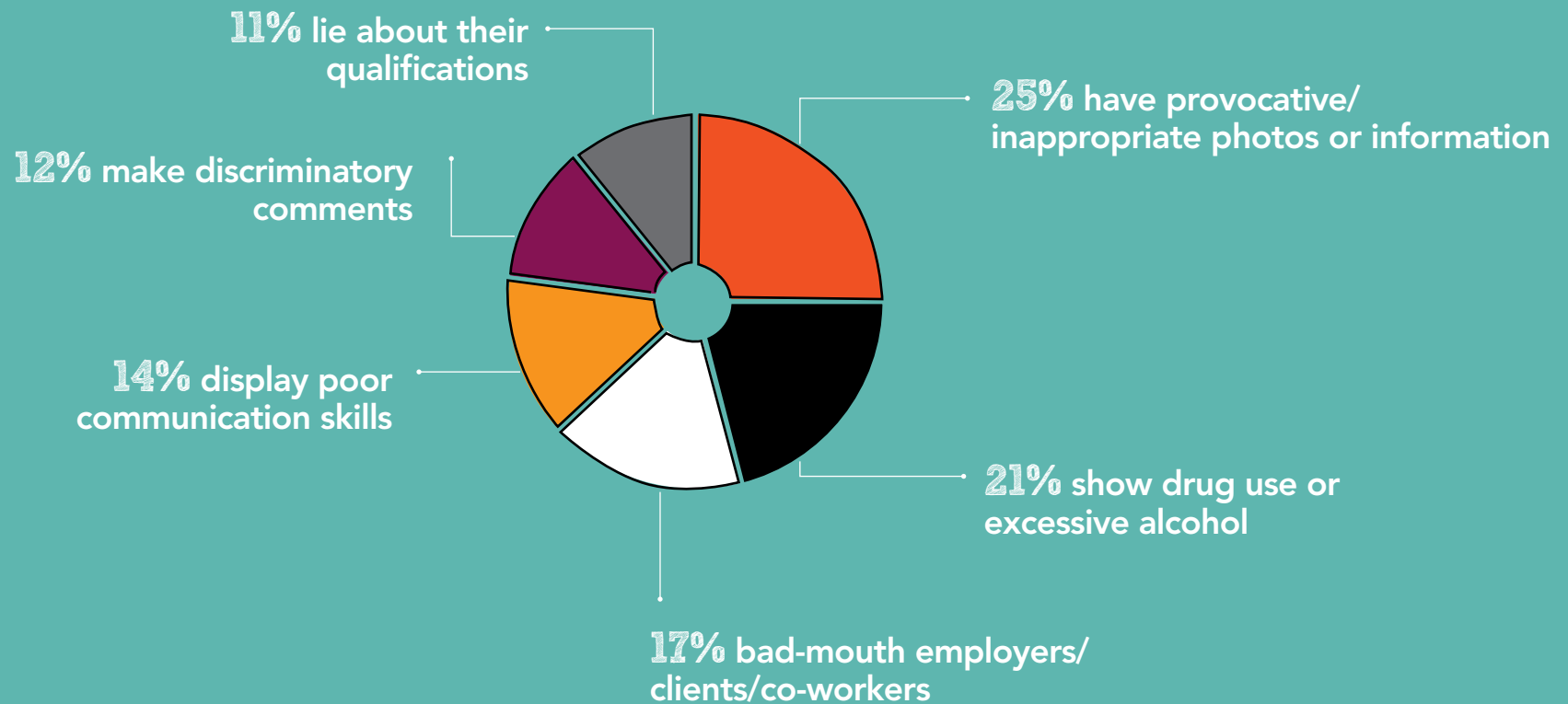




79%

OF HIRING MANAGERS  
FOUND CONTENT ONLINE  
THAT CONVINCED THEM NOT  
TO HIRE A CANDIDATE

# WHAT EMPLOYERS FOUND ONLINE THAT CONVINCED THEM NOT TO HIRE A CANDIDATE





## WOULD YOU SAY THAT IN AN INTERVIEW?

THINK EMPLOYERS DON'T CHECK FACEBOOK?  
THINK THEY DON'T LOOK AT YOUR LINKEDIN  
CONNECTIONS? THINK THEY DON'T USE SOCIAL MEDIA  
TOOLS TO RESEARCH AND FILTER CANDIDATES?


While the use of social channels to screen potential hires can expose companies to legal pitfalls, and there are many issues around discrimination and privacy that must be considered, companies can and do use social media information to augment the hiring process. Some use it well, others may not, but the sheer scale of social media activity means candidates must be aware that in various ways it has become part of the hiring process.

Every 60 seconds there are 120 new LinkedIn Users, 370,000 Skype Calls, 320 new Twitter accounts and 695,000 Facebook status posts. More than half of employers (56%) say they advertise ONLY in social media when seeking job candidates.

Online collaboration is a way of life, and it has an increasing role to play in your employment prospects—so long as you manage it well.

Social media is being used at an ever-increasing rate to augment and refine the hiring process. So, if you're online, you should assume your hiring manager, recruiter or HR rep is too. You should assume that how you present online is (at least) as important as how you present in person. For some roles, it will actually be more important.

If there is one golden rule when it comes to vetting your digital presence, it's this: if you wouldn't say it in an interview, don't post it publically online.






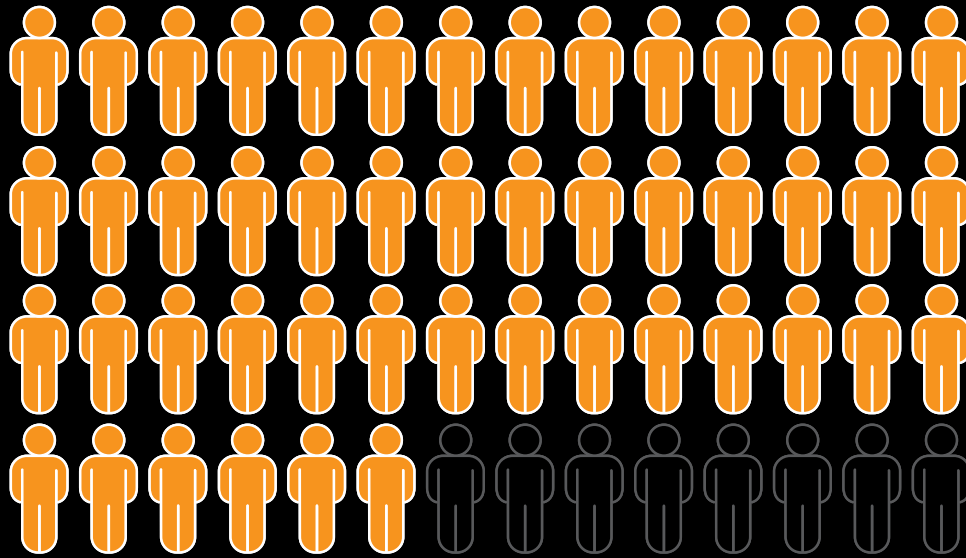
## THE TIME TO CLEAN UP IS NOW

**MORE THAN ONE-QUARTER OF PEOPLE (26%) ARE WORRIED THAT MATERIAL FROM THEIR SOCIAL NETWORKING PAGES COULD ADVERSELY IMPACT THEIR CAREER.**

**Y**ounger generations are the most concerned about the potential career fallout of their social media activity. So, it's time to get proactive and clean out your digital closet.

There are four basic steps to ensuring your online presence is reflective of the real brand 'you', and that it promotes your employability rather than hinders it.

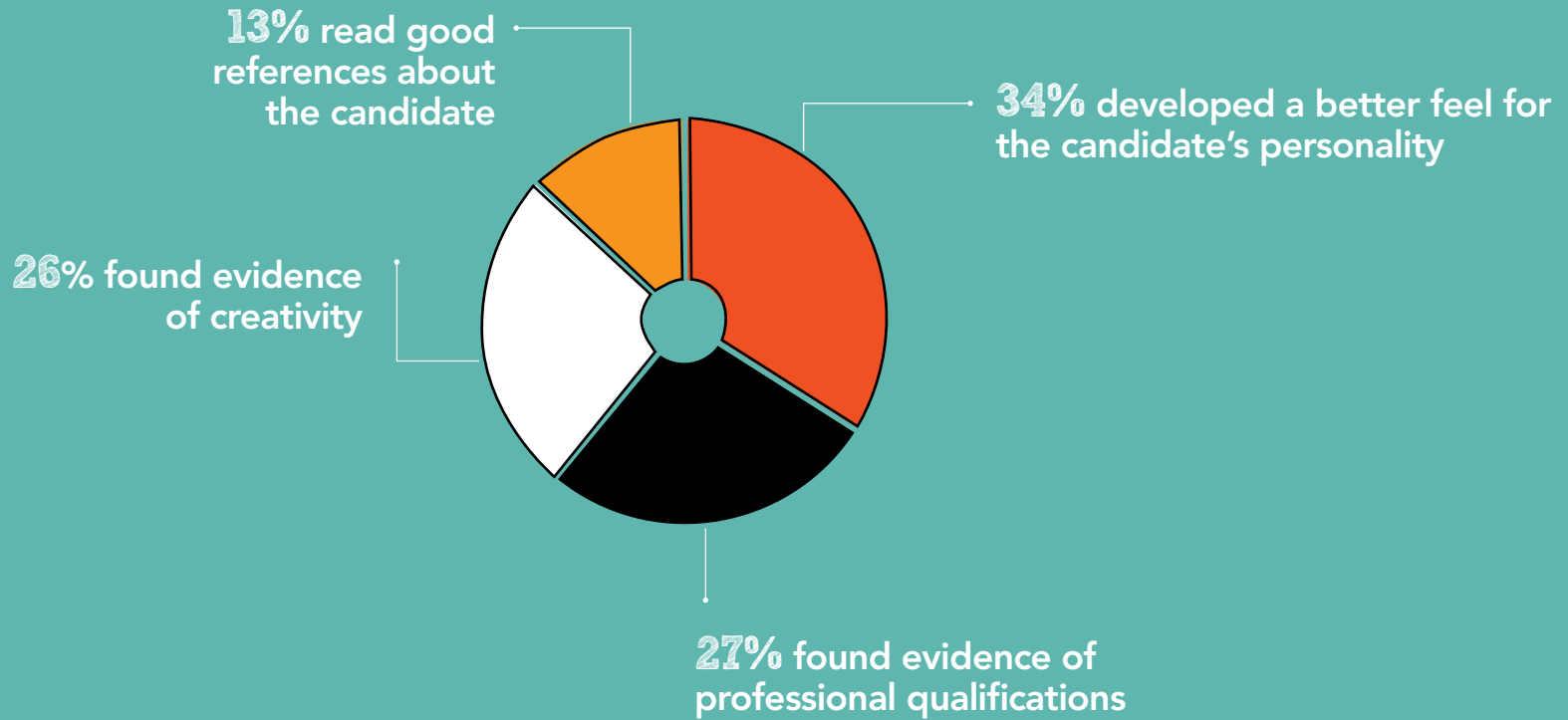
- 1 Know what's out there and how you appear
  - 2 Start thinking differently about what you post and where
  - 3 Get active in (the right) new places
  - 4 Monitor your presence regularly
- 



86%

OF HR REPS WISH  
CANDIDATES HAD  
"EMPLOYER FRIENDLY"  
SOCIAL MEDIA PROFILES

# WHAT YOUR SOCIAL MEDIA ACTIVITY SAYS TO EMPLOYERS<sup>1</sup>



<sup>1</sup> Source: 2011 Mindflash.com social survey

## GOOGLE YOURSELF

SEEING WHAT'S OUT THERE IS THE FIRST STEP TO CONTROLLING HOW PEOPLE (EMPLOYERS) SEE YOU. SO, START BY GETTING A BENCHMARK OF YOUR ONLINE PRESENCE.

STEP

1

**G**oogle yourself to see what an employer sees when they first search for you. If you have a popular name, think of ways to differentiate yourself from others. Clear, professional profile pictures will help people immediately recognize you. As will job titles, your current location, educational background and anything else that is strongly associated with you.

Make sure as much detail as possible is added to your professional profile page or website (if you have one). Google will index your portfolio, and social sites, which means your profile pages will show up higher in your search results.

Optimize search results with information about you and always keep things up-to-date.



## GET DOWN TO THE DETAIL

**MOST HIRING MANAGERS (79%) SAY THEY HAVE FOUND MATERIAL POSTED ON SOCIAL MEDIA ACCOUNTS THAT HAVE CAUSED THEM NOT TO HIRE AN APPLICANT.**

STEP  
2

This figure tells us something critical that is often overlooked about online information: it's the detail that counts. It's usually the little things that get missed when you start to clean up your social media pages, so read over your posts and pages from an employer's perspective; see things as they might see them.

Go back through all your online accounts and look for information, posts or pictures that might indicate:

- anti-social behavior
- unhealthy or risky aspects of your private life
- controversial or strong opinions that conflict with your employers' interests
- private or inappropriate details about you

It's not always going to be possible, or even preferable, to erase everything that might offend any employer within the known universe. However, if you're on social sites, become familiar with their privacy policies, actively use the privacy settings, and check back frequently to ensure settings updates do not affect your pages adversely.

Remember, some environmental, health and social issues that you've shown support for may impact on the business interests of your potential employer, so be aware that you'll probably need to discuss this in any interview you secure if you leave this information open for all to access. Depending on the role you seek, it may be entirely counter-productive to appear "perfect" or not to show a strong opinion on specific issues. So, be as honest and open as you can, but educate yourself about potential employers so that you're aware of potential conflicts and differences.

Seek to highlight those issues that matter to you and only remove or hide from public view any material that shows you in an unprofessional light.

## BUILD A POSITIVE ONLINE PRESENCE

USE SOCIAL MEDIA TO BUILD YOUR NETWORK AND TO CONNECT WITH INDUSTRY PROFESSIONALS, RECRUITERS AND HIRING MANAGERS THAT ARE A GOOD FIT WITH YOU, YOUR SKILLS AND WHAT YOU BELIEVE IN.

STEP  
3

By planting positive information about yourself in appropriate places around the web, it will make sure the information you want to show up first, does. It will also help push down in the page search results any content that you may not be able to control, including negative information that is connected to someone else with your name.

### To do this, consider the following actions:

- Create a LinkedIn profile and use the groups tool to build connections and presence among others in your target industry or geography.
- Place your resume on careerbuilder (and other key sites).
- Get familiar with knowledge sharing social sites such as SlideShare, and get active.
- Create a digital portfolio. Search engines will index these pages, which have a lot of positive information about you.
- Contribute to industry blogs, participate in discussions. These will likely show up in search results too!
- Join webcasts from favored employers
- Download and comment on presentations and whitepapers from your target employers
- Read, like and share articles/content related to your field.
- Write a blog that demonstrates your skills, shows your personality and your career objectives
- Wherever you're active, demonstrate a strong and positive communication style
- Ask others to refer you
- Engage in conversations that demonstrate your ambitions
- Make sure it's not all about work: do you volunteer, play sports or have interesting hobbies? These things create a personal touch and will help build a unique brand for you.

## MONITOR YOUR WEB PRESENCE FROM HERE

**MORE THAN ONE-THIRD OF GENERATION Y EMPLOYEES (34%) ALREADY SAY THAT USING SOCIAL MEDIA IS ESSENTIAL TO THEIR CAREER DEVELOPMENT.**



Posting and contributing to social media yourself is clearly a big part of this, but so too is monitoring how you appear on other people's pages, and being selective about who you connect with. Being proactive about your online activity, as well as educating others about the repercussions of what they post about you is becoming a bigger issue for us all.


Adding an alert system should be an essential part of your online activity.

You can monitor your web presence through sites like pubsub.com or Google Alerts, which will alert you by email when your name is mentioned in newsgroups, blogs and other social media tools. This then allows you to contact the person or organization if you believe you have been misrepresented. If the material you find published about you online is positive and helpful to your career, having an alert system also allows you to cross promote it and actively bring it to the attention of potential employers.



Kelly puts a new employee to work every 38 seconds. And, every three-and-half minutes a Kelly temporary employee is hired permanently by a Kelly customer. Visit our job search site now:  
**[www.kellyservices.com](http://www.kellyservices.com)**

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MONA WEHBE is currently responsible for developing candidate content marketing strategies and designing solutions that promote content, process, and measurement consistency between Kelly's three global regions (APAC, EMEA, and Americas). She previously led product marketing for the business process outsourcing practice of KellyOCG. She holds a Bachelor of Arts in digital media studies from the University of Detroit Mercy.



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