Social media is a terrific way to network and search for employment. Unfortunately, many candidates miss opportunities because they are not careful about what they put on their various social media platforms. Some people may have the following views on this topic:

- It’s my personal account, so I can write whatever I want!
- Hiring Managers would never check my profiles, so why change anything?
- Employers can’t base hiring me on what I post on Facebook.
- It’s never been an issue before, so why worry about it now?

In reality, employers CAN and DO check the various social media platforms of prospective candidates. They are researching you before you are even asked to come in for an interview. Whether or not you are asked to interview may depend on what hiring managers see on Facebook, Twitter, Instagram, YouTube, LinkedIn, etc. Many employers feel that they can get a good concept of how you’ll fit in as a member of their team just by looking at your accounts. Often they do not like what they see, and you may go from being the top candidate to not being considered at all.

References to or pictures of drug use, alcohol, posts of a sexual nature, and profanity are deal breakers. Even if you keep things “clean,” employers will also be checking for poor grammar and misspelled words. It is also recommended you avoid references to firearms or other weapons, radical political opinions and religious affiliations. These topics may adversely affect your candidacy, whatever your views. Furthermore, you will likely never know if your social media profiles were the reason you never got selected for an interview.
Use common sense! Be aware of what you’re posting and how future employers might view these posts. If there is a possibility they’ll be viewed negatively in the context of a job search, remove the posts. You can also make your accounts private.

Additional References, including the pros and cons of using social media in your job search:

- How Employers Use Social Media to Screen Job Applicants
- Social Media in the Job Search Process
- Social Media Job Search Dos and Don'ts
- Social Media Mistakes Most Likely to Cost You a Job
- 1 in 10 Candidates Rejected Due to Their Social Media Posts

To schedule an appointment with a Career Advisor, call 937-775-2556.