



## Unemployed? Get a (social media) life!

If you've been extra cautious about your online presence to the extent of not having any, you may actually be hurting your chances of landing a job. Employers are increasingly resorting to social media to check out a candidate's profile and see if they are a fit for their organisation.

Depending on what hiring managers find online, candidates may be pursued or rejected. So what are likely reasons for rejection?

- Provocative or inappropriate photographs
- Information about drinking or using drugs

### So what can you do to keep your profile clean?

#### 1. Google yourself

Check out the results of a Google search on yourself, so you know what your prospective employers are looking at. This will help you to find and delete any damaging material.

#### 2. Change your security settings so not everything you share is public

You can control the audience to your posts by choosing who you want to share your content with. But remember that you may not have control over how this information is shared further. So be prudent with all information shared online.

#### 3. Share information that boosts your chances

Share your recent certifications, volunteering experience, or interests that could help land you a job.

#### 4. Be active on LinkedIn and in associations and forums that help in your job hunt

Offer your expertise and network when possible. This could help when the hiring manager is browsing to find the right candidate.

#### 5. Avoid these social media mistakes

- You are active at work and are constantly uploading pictures or videos during office hours
- You have recommendations on LinkedIn only from friends. Endorsements from your professional network are more relevant to your job search than a friend's recommendation
- You have grammatical or spelling errors in your posts
- You join inappropriate groups such as 'Things I hate about my boss' or use hashtags like #jobsucks
- Inconsistency with job titles, companies you've worked for, and the duration you were employed at each

On the positive side, if they are bothering to check you out online, they are also looking for reasons to hire you, so use social media wisely to highlight your skills and professionalism and get the job you deserve!