

## Current Literature

- Y/N Do you use social networks such as MySpace, Facebook, LiveJournal, Bebo and others?
- Y/N Do you post pictures of yourself on your site or reveal information about yourself that you would not want an employer to see? Do your friends have you on their sites?
- Y/N Do you blog?
- Y/N Are you absolutely certain of who has access to information about you through photos, videos and audio sharing sites such as Flickr, YouTube, etc.?
- Y/N Have you ever committed a “techno” indiscretion?
- Y/N Do you believe social networking sites are public?

If you are not sure or answered yes to any of the above questions, you may want to re-evaluate the content of the information you share about yourself on the web.

The Internet is a powerful and helpful tool that can assist one with almost every aspect of life, yet the transparency of this medium can sometimes lead to unintended misunderstandings, false information and other negative consequences.

Many students view social networking sites as a place to connect with friends, but one should keep in mind that more than “friends” may be able to find and view you on these sites. Employers look too. What does your online profile say about your employability?

Most employers do not intentionally search sites such as Facebook or MySpace as part of the formal recruitment process and it is not necessarily part of a background check. This information is often uncovered by accident.

However, according to a poll by the National Association of Colleges and Employers (NACE), more than one-quarter (26.9%) of companies reported that they have “Googled” or reviewed job candidate profiles on social networking sites. Among those, 7.4% stated that it was “standard practice.”

Many companies have a “corporate culture” or “core values” and they want to make sure prospective employees share those same values.

The World Wide Web is considered public space. Although you may mark certain pages as private or only viewable by other college students, remember that many recruiters, recent hires, and interns could be from your university and therefore would be able to check out your site.

Even though you delete your profile or edit its pages, links created in another site may exist and can point to information you thought was inaccessible. For example, if you appear in a photo (with your name listed) on some else’s site, you will come up in a search.

Down the road, how would you feel about certain parts of your private life being made public to a potential employer?

## EMPLOYERS SAY...

“As a recruiter we need as much information as possible about our candidates, so we go beyond reference checks and perform Internet searches. It is alarming to see what some of the recent college grads have posted on sites...”

“A lot of it (questionable postings) makes me think, what kind of judgment does this person have? Why are you allowing this to be viewed publicly.”

“The term used over and over is ‘red flag.’ Is there something about their (potential employee) lifestyle that we might find questionable or that we might find goes against the core values of our corporation?”

“As long as the information is posted publicly, it is available to others and could potentially be a liability to you in your job search. It could keep you from getting the job. Or, worse yet, from even getting the interview in the first place-and usually you wouldn’t even know why.”

“In the 21st century, reference checking will include more and more online research.”

“Like it or not, MySpace and Facebook are public sites. Instead of posting information and photos from that all night party, job seekers can stand out from the crowd by using these sites as an opportunity to generate a positive first impression.”

“If you don’t want information seen by employers, don’t publish it publicly.”

“Don’t put anything out on the internet that you would not want to have to explain to your mother, father, grandparents, professor, boss, etc.”

## Quick Tips

### DO...

- Conduct internet searches on your name to make sure nothing questionable appears.
- Clean up your “digital dirt.” Edit your social website pages (e.g., Facebook, MySpace) and remove offensive language, inappropriate pictures, and/or music which you would not want your dream job recruiter to see or hear.
- Talk to your friends to find out what information about you they may have listed on their sites. Ask them to remove pictures or anything else that could jeopardize your job prospects.
- Take a professional approach with your personal pages and/or blogs. Use them as an opportunity to self-promote and list career interests, qualifications, strengths, leadership activities, volunteerism, and community service.
- Use the “down the road” test. How will you feel about the information on your site being public in five or ten years?

### DON'T...

- Assume just because you mark something private on the internet that it cannot be seen by an employer.
- Let your personal webpages keep you from getting your dream job.
- Forget that potential customers and co-workers could also “Google” you and find information that you may not want them to see.

## CSPD Overview

The Center for Student Professional Development (CSPD) is a comprehensive Fox School of Business resource focused on preparing you for entry into the professional business environment.

Besides academic preparation, “professional development” is an important component of your university experience. Because of that, the Fox School of Business has integrated professional development into the multi-year curriculum.

As an undergraduate business major at the Fox School, you have access to the services and resources of CSPD. Your utilization of CSPD is an investment in your professional development that will ensure you develop the requisite skills to locate meaningful internships, co-ops and permanent jobs.



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