



Check your profile.

The Internet presents a wealth of opportunities – *anything* and *anyone* can be found online.

This can be good OR bad.

Most recruiters and employers use the Internet to screen potential candidates and to confirm candidate qualifications before they go on to hire.

In fact, a considerable percentage of candidates are eliminated before they are even interviewed.

Don't commit an online faux pas.

While the popularity of social networking websites grows, so does the amount of inappropriate content posted. Facebook, Twitter, LinkedIn, MySpace and other such sites create opportunities for millions to share freely what activities they participated in last Friday night – and many employers view these sites freely. Employers' opinions and possible conclusions, however incorrect, may put your job search or career in jeopardy.

Search engines can yield blogs, tweets and status updates. That new friend request may have actually been a potential employer on patrol. Online gaming rooms, dating profiles, online forums and posts on your profile by friends are public domain for potential employers to scrutinize.

When in doubt, take it out.

The following is an *incomplete* list of what NOT to post:

- Inappropriate or questionable photos and videos.

- Negative comments about past/present/future employers, jobs, co-workers, clients, etc.
- Drinking habits, partying preferences and unethical practices such as bragging about lying in a job interview (yes, people do post that!).
- Crude humor, offensive language and imagery.
- Mass requests for job leads while employed elsewhere – your boss or company rep may find them.
- Petty comments and dirty laundry.
- Failed drug test results and illegal behavior.
- Intimate details and sexual content.
- Discriminatory and defamatory comments.
- Company info, whether good, bad, sensitive or confidential.

What to do.

Always use your judgment and common sense. Don't post anything online that you wouldn't want an employer to see – if you wouldn't show your grandparents, don't post it. Put the Internet to good use: Create a profile or website that highlights your accomplishments and skills, as well as enhances your character and reputation. Showcasing your hobbies and interests on a secure page can be advantageous. Include a link to the website or profile in your résumé or job search documents.

Review and proof ALL online content for spelling, grammar, inconsistencies, and any other errors. Always tell the truth. Employers want people who fit what they're looking

Online Etiquette

Don't put your job search or career in danger by committing online etiquette disasters.

Simply put:

Don't harm your chances of career success:

- Employers use social networking sites to screen candidates.
- A good rule of thumb: Don't post anything you wouldn't want your grandparents to see.
- Use privacy settings to make your profile selectively viewable.
- Consider everything you post online to be public forever – even when it's been deleted.
- Always proofread *everything* you produce or post online.
- Texting "thank you," rather than writing or e-mailing it, is not considered professional.
- E-mails can easily be copied and forwarded, so don't type anything you'd regret later.

for and bring value to their company, so work on building a professional reputation. Use tasteful URLs and online IDs.

Google your name and see what comes up. Try using your middle name or initial to avoid misidentification. Always make sure your résumé and other job search data are up to date and relevant.

With all other candidates in the market, you only have one chance to make a good impression. Always use proper online etiquette to avoid job search and career disasters.

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