

Social media is more important than ever when it comes to finding employment.

According to recent research, 89% of recruiters check candidate social media profiles and dislike the following behaviour:

- 78% references to illegal drugs
- 66% sexual content
- 54% spelling and grammatical errors
- 47% alcohol consumption

It is **VITAL** that you present yourself professionally and consistently online. If you DO, statistics show that referrals on social media increase your likelihood of getting hired from 1-in-100 to 1-in-7.

Source: www.reedglobal.com

Social media is a consideration when you are IN employment. When your personal and professional worlds collide on-line, think about the following:

Q: You are in a new job and colleagues start sending you connection requests via social media. What do you do?

The answer is not straightforward but a lot depends on how professional your behaviour appears online.

- There are stories of candidates that added their colleagues, only to have embarrassing pictures of themselves do the rounds of the office.
- Others have taken to social media to rant about their workplace on a Friday night, only have a “difficult conversation” with the boss on Monday morning.
- Those difficult conversations can also arise if you decide to share a status update mid-way through a meeting; or, when you should be actually working.
- Alternatively, when you have called in sick but tags show you actively having a great time; misconduct possibly leading to a swift dismissal.
- You might accidentally post something that is a breach of confidentiality – e.g. leaking details of products or clients.

If you want to add your colleagues on social media, do so with caution. Make full use of your chosen platforms privacy settings. Think about editing what your connections can and cannot see when you post.