

SOCIAL MEDIA TODAY

Today's society is becoming more and more socially focused with each passing day. Social media is not simply a passing trend; it is here to stay. Now more than ever, students need to understand the basics of social media and how it can affect their future both negatively and positively. A strong or weak social media presence now affects both college admissions and the workforce.

Professionals look for people that know how to stay both current and professional in the middle of a social age. There are several things that teachers can begin teaching students early on about social media that can help them as they enter college and the job force.

1. A Digital Footprint follows them through their academic and professional careers!
2. Explain that once it's posted they can't take it back. "Is this something I want to live with five years from now?"
3. Google yourself and see what comes up. Is it all favorable? Something that you would want a prospective employer to see?
4. Don't post anything when you're angry. It makes you look bad to everyone when you say negative things about your employer or school. A potential employer will look negatively upon this. It makes you look petty, immature, and lacking of self-control. (This is the same mantra during a job interview)

A study conducted by Microsoft® found that 70% of hiring managers admit to rejecting candidates because of information they found online. To a lesser degree, schools of higher education also report researching prospective students via search engines (16%) and social networks (17%).

Show college-aged students how their "virtual photo album" can affect their job outlook. Ask students to enter their name into Google and rank each result on a scale of one to five – five being a result that would have the most positive effect on a prospective employer's opinion. Brainstorm, as a class, ways students could improve what employers see about them online. Have students set up a Google Alert so each time a new search result with their name appears on Google they will be notified via e-mail. This is a great tool to help students continue to monitor their online reputations.

Go to Google Me or Reputation.com

1. **Online Reputation:**
One of the best things teachers can teach students about is how to [manage your online reputation](#). An online reputation can effectively keep high school students from landing a good job during school. More and more employers do a quick search on Google before making a decision regarding potential employees. Students should understand that what they put on the Internet is out there for the public, unless it is properly protected.
2. **Privacy:**
Teach students the importance of maintaining a professional public appearance online, and show them how to use the privacy settings on popular social networks to keep

personal things private to your inner circle. [Protecting your privacy](#) can mean the difference between an unintentionally posted, inappropriate photo being leaked online and keeping it private before you can delete it.

3. **Keep Connections:**

While students may not understand it now, their classmates and teammates may become a valuable connection down the road. Encourage your students to connect with one another on social media, and to stay connected even after they stop going to school with one another.

4. **Establish Your Expertise:**

If students know what they want to do with the rest of their life, they can begin, even now, establishing themselves in their field. Encourage your students to start blogging about their passion and getting involved in that online community. You never know what opportunities that may open for you down the road.

5. **Use it to Your Advantage:** Aside from these benefits, post the accomplishments that you make while in school or working and make sure that your resume' is constantly updated.

6. **Stay Updated:**

Staying current on new trends will help you get ahead of the crowd and show that you are a go-getter and on top of new things. Staying updated will keep you from falling behind the times, which seem to change very quickly in an online world.

Social media will drive the upcoming generation even more than this one. It's incredibly important that students learn early on how to manage their accounts and use them for their advantage. It may not traditional, but some things really are more useful than Algebra.

Online reputation directly impacts your bottom line (for businesses)

The Internet is the first stop for any potential customer researching your business. If consumers don't like what they see, they'll completely bypass your sales funnel and go straight to a competitor. Even worse, if they can't find an online presence, they will probably ignore the business altogether and go with another one that is on the searched list.

- 85% of consumers use the Internet to find local businesses and 16% do so every week. (Search Engine Land)
- 92% of of Internet users read product reviews and 89% of people say that reviews influence their purchasing decisions. (eTailing Group)
- 25% of search results for the world's top 20 largest brands are links to user-generated content. (Socialnomics)
- "It take 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."
- Warren Buffett

Do you see the similarities? Business online reputation vs. personal online reputation

I TOOK A PHOTO OF MY FRIEND THAT I WANT TO SHARE...NOW WHAT?

1. IS IT A GOOD PHOTO? **YES NO** → Be proud of the photos that you share with others! Only show people the best of the best.
2. WOULD MY FRIEND AGREE? **YES NO** → Play nice. You wouldn't want your friend to broadcast a bad photo of you, would you?
3. COULD IT GET MY FRIEND INTO TROUBLE? **YES NO** → Don't post any photos that might come back to haunt you or your friends. You never know who will see them.
4. IS IT GOING TO CAUSE DRAMA? **YES NO** → Then it's not worth posting. Really.

SO MY FRIEND IS OKAY WITH IT, BUT HOW MIGHT IT AFFECT ME?

5. AM I AWARE THAT ANYONE CAN SHARE IT? **YES NO** → Well, it's true. Anything you post online can be saved, copied, and shared with a large invisible audience.
6. WOULD I BE OKAY WITH MY GRANDMA SEEING IT? **YES NO** → If you think it will make your grandma blush, then there's a good chance somebody else will find it inappropriate, too.
7. A YEAR FROM NOW, WILL I FEEL GOOD ABOUT MAKING THIS PUBLIC? **YES NO** → Hold off if you're having doubts. Your future self will thank you.

**CONGRATULATIONS! YOU CLEARLY SELF-REFLECT BEFORE YOU SELF-REVEAL ONLINE, SO...
GO AHEAD! SHARE & ENJOY!**

For information and resources about digital citizenship, visit www.common Sense.org/educators

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Using Social Media to Find a New Job



By: [Philip Lop](#)

According to [Forbes](#), in 2011, 90 percent of companies planned to use social media to recruit talent, an increase from 87 percent the previous year. As more and more employers are starting to see the benefits of social sites like Facebook, Twitter and LinkedIn for finding the right candidates, job seekers are finding new ways to source roles. Harness the power of social media to help you find a new job.

Maintain a current resume

Your resume cannot be a document that you update once a year. It must be a living document that recruiters can refer to at any time, knowing that it will be complete and accurate. Maintain your resume on a site like LinkedIn, where recruiters search specifically for certain skills and experience. Ensure that your resume features all the keywords related to the roles that interest you.

Target businesses and organizations

Social networks are a great way to find specific opportunities with businesses and organizations for which you want to work. You can learn a lot about them through their own social networking profiles, but it can also be useful to connect with current employees. Use your social network on sites like Facebook and Twitter to make a connection with people who work where you want to work. As they become part of your network, you will be alerted to potential opportunities that might not be open to everyone else.

Search for jobs on Twitter

More and more recruiters are using Twitter to advertise roles. Twitter is a great way for them to reach out to prospective clients, and it's also very easy to conduct searches on certain terms there. Use the search function to look for specific roles, then find users to follow who tweet regularly about those roles or skills related to them. The more you connect with people, the more likely it is that opportunities will start to appear in your feed.

Maintain a consistent presence

There are now multiple sites under the social media banner. You could have an account on Facebook, Twitter, Google+, Pinterest and more. While you can use these sites in different ways, wherever you have a public profile, make sure that the information in it is consistent. Use a good profile photo and make sure that your bios are similar, which will make it easy for people to connect your various accounts. Above all, don't demonstrate one interest or set of skills in one place and something completely different in another. Think about your online brand overall, not just one based on a site.

Make sure postings will attract

Keep those photos of going wild at parties a secret, and post content that is professional, constructive and interesting. That doesn't mean it can't be good fun, but potential employers might make lots of assumptions about you based on what they see on social networks. Employers aren't expecting you to be an angel, but they will be put off by negative, offensive and aggressive content. Think carefully about what you post on your pages when using social media to find a new job.

How To Use Social Media To Find A Job

This is a guest post by Erik Bowitz, senior social media strategist at [Resume Companion](#).



Social media is by nature random. That's why you, along with coworkers, your mom and even your cat-loving recluse aunt, may find yourself posting memes on [Facebook](#), tweeting nothing-in-particulars, and endorsing every imaginable skill of your LinkedIn contacts. There's nothing wrong with any of that. But if you want to use social media to find a job, it's better to be more deliberate. Here are some steps to take.

Target your search. Posting a Facebook status saying, "I want a job. Who can help me?" will get you nowhere. Not only are you being far too vague, but you are choosing the wrong channel for such a plea. Instead of using Facebook, which emphasizes friends, it's better to focus your job hunting on LinkedIn, which is purely professional. Create a LinkedIn account, if you don't have one already, and make sure you have optimized it. (See "[What To Say On LinkedIn When You've Been Laid Off](#).")

Then use the site to its fullest by connecting with contacts. LinkedIn helps you do that by asking to connect to your email and Facebook accounts to match any of your friends who are also on LinkedIn. This is the key for LinkedIn success: transitioning useful contacts from your recreational social circles into your professional circles.

Create a [Google+](#) profile and design it in a similar fashion. Only after you have used these two professional sources should you direct your job-hunting efforts to Facebook and Twitter.



[How To Tweet Your Way To A New Job *Deborah L. Jacobs Forbes Staff*](#)

Personalize your message. Just having profiles on different social networks is not enough to find a job. You need to carefully craft the messages you're sending. Blasting generic messages is equivalent to walking down a busy street shouting that you are looking for work; you are speaking to nobody in particular and wasting your time.

A better strategy is to make a list of people with experience, contacts or knowledge of the industry in which you want to work. You can search keywords on LinkedIn or Google+ for industries or positions. Once you have a list of prospects and contacts, you can target your message to this group.

Rather than sending overly generic messages, craft targeted outreaches to those who can help you the most. Facebook statuses are almost worthless because of their broad scope and because

only a small percentage of your network actually see them. Instead, send personal messages to contacts, introducing yourself and briefly explaining your interest in their field. Also consider joining some specific LinkedIn groups or Facebook pages to keep up to date on openings and connect with industry professionals.

Mind your online manners. Remember that if your social networking is successful, you may actually wind up meeting the people you are interacting with face-to-face. So keep all of your correspondences professional and courteous.

Be especially wary when using more personal platforms such as Facebook or Twitter where you may have photos or information that you would not want a potential employer to see. Don't write anything you wouldn't say to someone's face. When describing your work, choose businesslike descriptions such as, "goal-oriented," "seizes initiative" and "creative thinker." Use a professional looking profile picture on LinkedIn and Google+.

Anticipate the next step. Social media is just a way to engage potential employers. [You still need a resume in printed and digital format.](#) And if you're lucky enough to land an interview, make sure you research the company's history, structure, products and services before you show up.

The Conversation Prism

