Who's Watching

Who?
E - Reputation:
The impression you give others based on your online footprint via social media etc.

Why does it matter???
Kaplan Test Prep surveys 500 academic institutions each year, and their most recent report should give you pause before you upload photos from last night’s party.

Here are some highlights from admissions officers:
- 27% use Google+ to learn more about prospective students
- 26% use Facebook to learn more about prospective students
- 35% found information on Google+ or Facebook that negatively impacted prospective students’ applications

These percentages are rising every year, especially as academic institutions strive to connect with students through viral social media marketing campaigns. It is likely that admissions officers are scrolling through your post history; are you putting your best foot forward?

Employers place an even greater emphasis on social media reputation. Cross-Tab, a marketing research firm, reveals a few eye-opening trends regarding your newsfeed and your hireability. Here’s what the data shows:
- 70% of recruiters denied candidates due to information found online
- 75% of companies have hiring policies that encourage recruiters to examine an applicant’s online reputation
- 84% of recruiters think that online reputations will impact future hiring procedures all or most of the time during the next five years

Source: http://www.bestcolleges.com/resources/manage-your-online-reputation/
TIMEMoney’s study on how employers use social media revealed:

- 93% of surveyed hiring managers will look at an applicant’s social media profile as part of the hiring decision process.
- More than half of all surveyed employers have “reconsidered a candidate” based on social media finding.
Study also revealed HOW they use social media

- any kind of reference to illegal drugs or substances
- profanity, references to firearms, or excessive mentions of alcohol (or photos that depict drinking)
- poor spelling or grammar are also often a turn off
- derogatory comments about bosses or co-workers — past or present
Facebook Dislikes

Taylor
I HATE MY BOSS
Like · Comment · 5 hours ago near Lucia

Lizzy
Dido
5 hours ago via mobile · Like · 1

Jeremy
You do realize we're friends on fbook right?
about an hour ago via mobile · Unlike · 1

Steve
spint da nite rapin n clubs talkin 2 mad fly hunnies n xchangin numbers w/ the gratest of the grate!
about an hour ago · Comment · Like

Mason
Hey Steven, I know we haven't spoken since high school and from what you posted it still seems that you think you're black... so I will phrase this so you will understand. "Spellcheck urself b4 u wreck urself."
about an hour ago
Harris Poll conducted in the spring of 2015 for Career Builder found:

51 percent of hiring managers use search engines to research candidates.

These are some things employers are attempting to find:

- 60% are looking for information that supports their qualifications for the job
- 56% want to see if the candidate has a professional online presence
- 37% want to see what other people are posting about the candidate
- 21% admit they're looking for reasons *not* to hire the candidate.

More than half of employers now use social media to screen job candidates, poll says; even send friend requests

By Olivera Perkins, The Plain Dealer
on May 14, 2015, Cleveland.com
“According to your LinkedIn profile you're a focused, disciplined achiever. According to your Facebook photos you love Jack Daniels and are pretty comfortable with your body.”
• Social Media Explained with

I Like Coffee

Here is a collection of pictures & recipes of coffee drinks.

I am drinking #Coffee

Watch me as I drink coffee.

I am a Google employee who drinks coffee

Here is where I drink coffee. I come here a lot, I am the Mayor.

I am good at drinking coffee

Here is a vintage picture of me drinking coffee.
How to fix your digital footprint now: Start with an audit

What you put online is likely to stay forever, creating your online reputation. Here is how you can see what others will see if they search your name:

**First**, check search engines including Google, Bing, Yahoo and Search.aol.com. Start by searching for your first and last name. You can also try combinations like “name and city.”

**Next**, check social media.

- **Facebook**: Your own profile, then Facebook search, friends’ walls, “Photos I have liked,” About page, Photos, and Apps
- **Twitter**: Your Tweets, profile description, followed accounts, interactions, and mentions.
- **Tumblr**: Posts, Tumblr search, liked posts, and followed accounts.
- **Pinterest**: Profile description, followed accounts, pins, boards, and likes.

Source: [http://www.bestcolleges.com/resources/manage-your-online-reputation/](http://www.bestcolleges.com/resources/manage-your-online-reputation/)
How to fix your digital footprint now: Clean it up

- *Remove* undesirable tags from other people’s pictures, posts or comments on Facebook and Twitter
- *Set up a Google alert* for your name and/or nicknames so you are notified when new information about you is searchable online.
- A good way to *distinguish your “social” social media account* from something more adult or professional is to change the name on one account and start a new one with your real name. Make sure anything you post on the new account is what you’d want an employer or admission counselor to know about you.
- *Select the highest privacy settings* available on social media accounts.
- *Update your LinkedIn* profile: Use a professional picture and follow networking groups and influencers in your desired career path.
- *Post engaging and positive content* on your social media profiles. If you’re involved in clubs or volunteer activities, post those pictures.
Reputation Management Throughout College

FRESHMEN – SOPHOMORES

- Select new friends carefully, don’t add strangers.
- Avoid over-sharing information with the public; it could put you at risk.
- Monitor tagged photos for inappropriate content.
- Add classmates to maximize productive interactions.
- Avoid adding current instructors or school administrators since the content either of you post can lead to awkward academic situations. For example, if you skip class and accidentally post a photo from the beach.

UPPERCLASSMEN

- Remove or hide content that might affect your job search prospects.
- Develop professional social networking ties through websites like LinkedIn.
- Add connections that emerge from internships, fieldwork, and volunteer activities.
- Investigate companies where you wish to work and contact key figures to ask questions.
- Monitor social media job boards for upcoming employment opportunities.

Source: http://www.bestcolleges.com/resources/manage-your-online-reputation/
Where should you post your status?

- Do you want anyone to actually see it?
  - Yes
  - No
    - Are you in a bar?
      - Yes
      - No
    - Would it be awkward to explain to your boss?
      - Yes
      - No
    - Would it be awkward to explain to your parents?
      - Yes
      - No
    - Are you addicted to “Likes”?
      - Yes
      - No
- Is it personal?
  - Yes
  - No
- Is it business?
  - Yes
  - No
- Is it boring?
  - Yes
  - No

Before you:
- T = Is it True?
- H = Is it Helpful?
- I = Is it Inspiring?
- N = Is it Necessary?
- K = Is it Kind?

Social media platforms:
- Google Plus
- Foursquare
- LinkedIn
- Facebook
- Twitter