

4 Easy Social Media Updates That Will Give Your Career A Boost

What do your social media accounts look like right now?

What if we told you that your next employer is taking a long hard look at all of these things, and using it to pass judgment on your ability to do a job? According to a recent CareerBuilder survey, 70 percent of employers use social media to screen candidates before hiring. In fact, 3 in 10 employers have someone whose sole job it is to get the scoop on your online persona.

So what are they looking for exactly? It turns out that employers search for a few key indicators that a candidate is hireable when doing some digging online:

- Information that supports their qualifications for the job
- A professional online persona at all
- What other people are posting about the candidates
- Any reason at all not to hire a candidate

And more than half of employers report finding content on social media that caused them to not hire a candidate. If you're not in the market for a new job, you may think you're off the hook. But not so fast: The survey also found that half of employers check current employees' social media profiles, and over a third have reprimanded or fired an employee for inappropriate content

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Ready to give your online persona a makeover? Courtney Spritzer and Stephanie Cartin, co-CEOs of the award-winning social media marketing and influencer agency Socialfly, know a thing or two about crafting a brand on social media and they have specific strategies you can use to ensure your profiles are helping, not hurting, your career.

"Social media are platforms for self-expression, but if you are looking to build a personal brand or image for your career, keep in mind that potential employers may have social media policies in place," says Spritzer. "We recommend you post as if you are already following their policy." That means steering clear of these major social no-nos:

Social media don'ts

Being controversial. "There are a few obvious things you should avoid on social media when crafting your image and brand," the duo says. "We don't recommend posting long, controversial posts anywhere, but especially avoid that on platforms like LinkedIn and Facebook." Save the rants for happy hour with your friends and keep it offline: Thirty-two percent of companies surveyed reported not hiring a candidate because of discriminatory comments related to race, gender or religion posted online, and

30 percent did not hire a candidate because they bad-mouthed their previous company or fellow employee on social media.

Getting too personal. Spritzer and Cartin recommend keeping anything in your personal life that you wouldn't share openly in the workplace off of social media. Thirty-eight percent of companies surveyed reported not hiring a candidate because they posted information about them drinking or using drugs, and the same number of companies nixed a potential employee from the running due to provocative or inappropriate photographs, videos or information posted online.

Posting the same thing on every platform. "One of the biggest mistakes people make on social media when it comes to their image and brand is posting the same content on every platform," says Cartin. "Each platform is unique, and the content you post on each one should reflect the purpose of the channel."

Credit: <https://www.nbcnews.com>