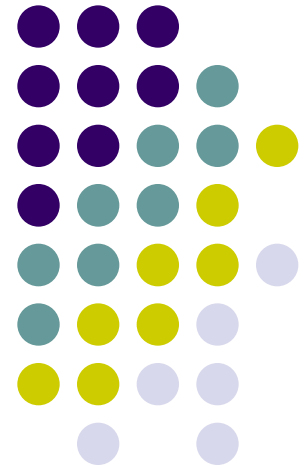
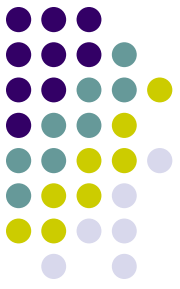


Managing your online presence



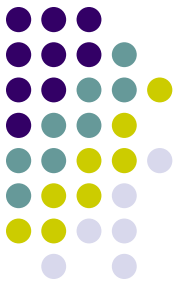


I know what you did 5 minutes ago

By Tony Scott

<http://www.youtube.com/watch?v=cYVBshcN7wU>

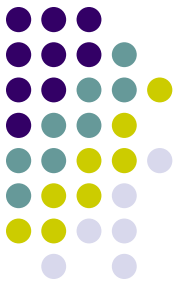
Activity 1: How recruiters use social networks



You will be given a question from a recent survey of employers.

Try guessing what their responses were!

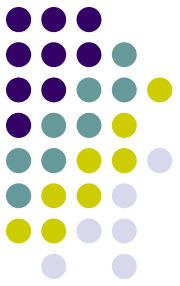
Have you ever rejected a candidate based on what you saw on a social networking site?



No	26%
----	-----

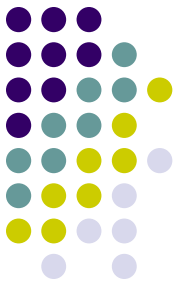
Yes	69%
-----	-----

Don't screen prospective employees using those sites	5%
--	----



Reasons given not to employ:

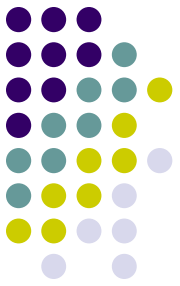
- Inappropriate photos or comments
- Content about drinking or using drugs
- Negative comments about previous employers
- Lied about their qualifications
- Poor communication skills
- Discriminatory comments



Have you ever recruited a candidate because of what you saw about the on a social networking site?

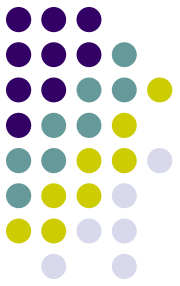
Yes	68%
No	27%
Don't screen prospective employees using those sites	5%

Which social networks do you use to screen candidates?

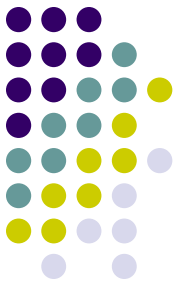


Google+	0%
LinkedIn	48%
Facebook	76%
Twitter	53%

During which phase of the recruitment process do you look at social networking sites to screen prospective employees?



After receiving an application	47%
After initial conversation with the employee	27%
After detailed conversations with the employee	15%
Right before making an offer	7%



Survey conducted by Reppler:

<http://mashable.com/2011/10/23/how-recruiters-use-social-networks-to-screen-candidates-infographic/>

30 March 2012 Last updated at 14:27



Fabrice Muamba: Jailed Twitter user Liam Stacey's appeal dismissed

A student has lost his appeal after being sent to jail for posting racially offensive comments on Twitter about footballer Fabrice Muamba.

Swansea University student Liam Stacey, 21, from Pontypridd, was sentenced to 56 days on Tuesday.

A High Court judge in Swansea has now dismissed the appeal against sentence.

On Friday, Mr Justice Wyn Williams told Stacey he rejected an argument that he had already been punished enough.

He said the Swansea University biology student had admitted an offence of racist intent.



Liam Stacey admitted a racially-aggravated public order offence at a previous hearing

Related Stories

**Muamba racist tweets
man's appeal**





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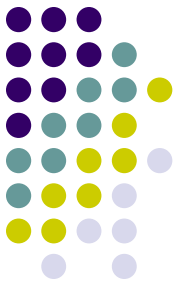
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Man Vs Jack Daniels: Foolish student becomes latest to risk health by racing to consume spirits in shocking YouTube video

By DAMIEN GAYLE

PUBLISHED: 23:01, 20 May 2012 | UPDATED: 01:24, 21 May 2012





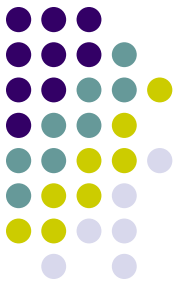
mentalgals6@email.com

beanbag221@email.com

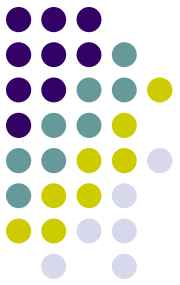
verymadmare@email.com

laydeezman21@email.com

Creating a good first impression:



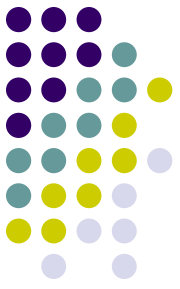
- Positive impression of their personality and organisational fit
- Good communication skills
- Well-rounded
- Creative



Activity 2:

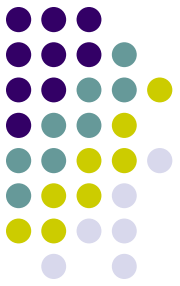
What would an employer find on you?

Activity 3: How good is your online image?



Go to the following URL and sign in using your Facebook login: www.reppler.com

How good is your online image?



0-80

Nadine Dorries. Oh dear, you need to take some steps to improve your image!



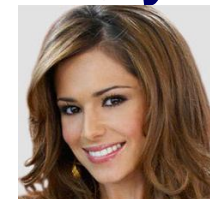
80-90

Dermot O'Leary. Everyone likes a bit of Dermot!

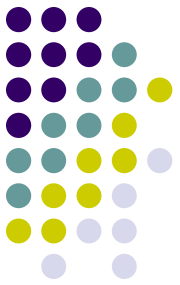


90-100

Cheryl Cole. Well done, you're a national treasure!



Using social networks for recruitment



Using Twitter for job-hunting:

<http://careers.guardian.co.uk/careers-blog/twitter-job-hunting-social-media>

Networking is the most effective way to get a job:

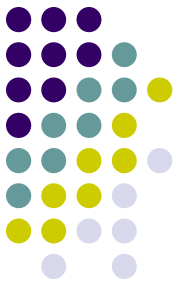
<http://mashable.com/2012/09/15/social-network-job-search/>

6 Social media job-hunting tips:

<http://www.forbes.com/sites/kerryhannon/2011/08/28/job-hunting-facebook-linkedin-and-you-six-social-media-tips/>

Loughborough University's guide to using social media in recruitment:

<http://www.lboro.ac.uk/service/careers/advice/social-media/index.html>



Take control!

- Make sure you know what you are revealing
- Always use privacy settings
- Stop and think before you post!
- Create a positive presence e.g. LinkedIn
- Your social media skills are an ASSET!