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# Managing Your On-Line Presence When Seeking a Job

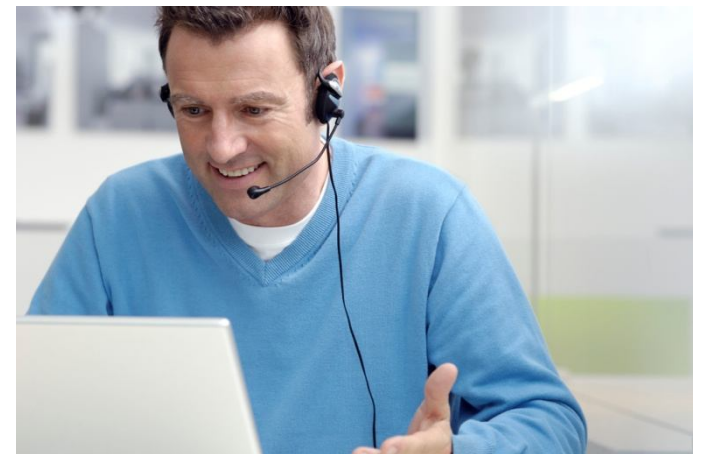
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By Kevin Panet



# Overview

- Why you should care
- Look at yourself
- Consider the content
- Change what you can
- Build your presence
- Have patience
- Benefit



# Why you should care

- Many potential employers now “Google” applicants prior to an interview.
- Some items might not be factual.
- Some items might prevent you from being hired.
- You are judged by the company you keep.

*"Social networking has become the primary way that people communicate. But it is a double-edged sword. Employers have access to your personal life, likes and dislikes, political views, good and bad behavior. Because of that exposure and the speed at which information is distributed, it is important that you be digitally dirt-free, especially when job hunting."*

-Chris Laggini, vice president of human resources for DLT Solutions.  
Posted on: CareerBuilder.com, March 8<sup>th</sup>, 2010

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# Employer vs. Applicant Perspective

- From the employer's perspective:
  - ❑ **89%** of recruiters and HR professionals consider online professional data when assessing job applicants.
  - ❑ **84%** preview personal data posted online by candidates.
- From the applicant's perspective:
  - ❑ Only **7%** of consumers in the US believe online information about them affected their job search.
  - ❑ Only **40%** thought it appropriate that an employer review their photos and videos, while **44%** thought it was inappropriate.

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# Reasons for candidate rejection

- 70% of HR professionals say they've rejected candidates based on online information, including:
  - concerns about the candidate's lifestyle (58%)
  - inappropriate comments and text written by the candidate (56%)
  - unsuitable photos and videos (55%)
  - contrary information showing that the candidate shared false information (30%)
  - poor communication skills displayed online (27%)

# Look at yourself

- Search yourself (your name) on Google and Yahoo.
- Search your name with and without quotes:
  - Becky Greenfield vs. “Becky Greenfield.”
- Try your name with other associations.
- Consider the uniqueness of your name.
  - “Horatio Zzyck” vs. “Jane Smith.”



# Becky Greenfield – No Quotes

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of about 3,350,000 for **Becky Greenfield**. (0.42 seconds)

## [Becky Greenfield - Email, Address, Phone numbers, everything ...](#) ✓

Everything you need to know about **Becky Greenfield** Email addresses, Phone numbers, Biography, Dowis, Julia, PORTA, Tries, Colin, Ogden, Abort, Allum, Marie.

[www.123people.com/s/becky+greenfield](http://www.123people.com/s/becky+greenfield) - [🗨](#) [📄](#) [🗕](#)

## [Rebecca Greenfield Photography](#) ?

Rebecca Greenfield. ... Rebecca Greenfield Photography. Rebecca Greenfield. This content requires a javascript enabled browser and the Adobe Flash Player. ...

[www.rebeccagreenfield.com/](http://www.rebeccagreenfield.com/) - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

## [Becky Greenfield | Facebook](#) ✓

Friends: Stephen Jablonski, Anthony Lombardi, Jonathan Weislow, Scott Lawson, Nick Timpano  
**Becky Greenfield** is on Facebook. Join Facebook to connect with **Becky Greenfield** and others you may know. Facebook gives people the power to share and makes ...

[www.facebook.com/people/Becky-Greenfield/10618947](http://www.facebook.com/people/Becky-Greenfield/10618947) - [Cached](#) - [🗨](#) [📄](#) [🗕](#)

## [Becky's Catering Connection - Catering in Orange County CA](#) ✓

Since \*\*\*\*, Becky's Catering Connection is family owned and started by yours truly **Becky Greenfield**. Bred in Nebraska, Becky moved to Orange County, ...

[www.partyop.com/Vendors/4239066.htm](http://www.partyop.com/Vendors/4239066.htm) - [Cached](#) - [🗨](#) [📄](#) [🗕](#)

## [becky greenfield - Directory | LinkedIn](#) ✓

View the profiles of professionals named **becky greenfield** on LinkedIn. There are 6 professionals named **becky greenfield** who use LinkedIn to exchange ...

Sponsored Links

### [We Found Becky Greenfield](#) ✓

Current Phone, Address, Age & More.  
Instant & Accurate **Becky Greenfield**

[www.intelius.com](http://www.intelius.com)

### [Becky Greenfield Info](#) ✓

View Basic Contact Information For  
Free. Quick & Easy Search Results!

[www.PublicRecords.com](http://www.PublicRecords.com)

[See your ad here »](#)

Results are  
not very  
specific

# Becky Greenfield – With Quotes

Google "Becky Greenfield Photography" Search [Advanced Search](#)

Web [+ Show options...](#)




Did you mean: "[Rebecca Greenfield Photography](#)"

⚠ No results found for "**Becky Greenfield Photography**".

Results for [Becky Greenfield Photography](#) (without quotes):

[Rebecca Greenfield Photography](#) 

Rebecca **Greenfield Photography**. Rebecca **Greenfield**. This content requires a javascript enabled browser and the Adobe Flash Player. Get Flash Player now. ...

[www.rebeccagreenfield.com/](#) - [Cached](#) - [Similar](#) -   

[Site Map | Rebecca Greenfield Photography](#) 

Rebecca **Greenfield Photography** - View Flash Website. Pages: Home | BIO | CONTACT. Portfolios: Quinceañeras NEW | NFL Cheerleaders NEW | Reportage 1 ...

[www.rebeccagreenfield.com/website.html](#) - [Cached](#) - [Similar](#) -   

[+ Show more results from www.rebeccagreenfield.com](#)

[becky greenfield - Directory | LinkedIn](#) 

View the profiles of professionals named **becky greenfield** on LinkedIn. ... Demographic info:

**Photography** | Greater New York City Area ...

[www.linkedin.com/pub/dir/becky/greenfield/](#) - [Cached](#) -   

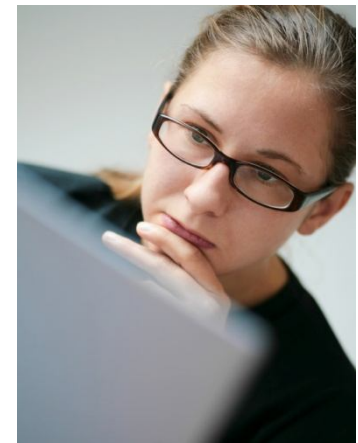
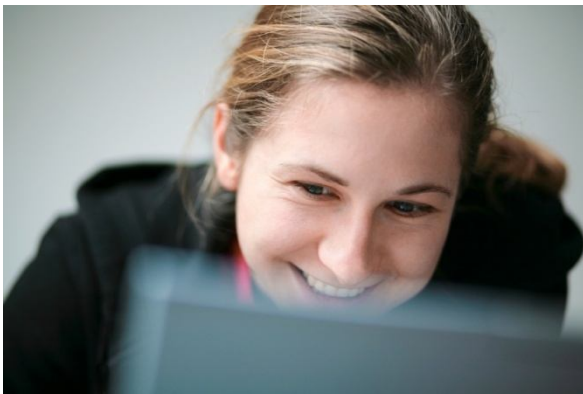
[rebecca greenfield - Independent Photography Professional | LinkedIn](#) 

View rebecca **greenfield's** (24 connections) professional profile on LinkedIn. LinkedIn is the

Results are now more specific

# Consider the content

- Is this what you want people to see?
- Does it cast you in the best possible light?
- Could it be limiting you?
- Is it designed for your professional success or for your friends?



# Sample of "Unflattering" Results

**YAHOO!** Web Images Video Local Shopping More ▾

Ted Bundy Search Options ▾

Also try: ted bundy serial killer, ted bundy victims, [More...](#)

**Ted Bundy - Wikipedia** ✓  
[Early life](#) | [Murders](#) | [Arrest, first trial, and escapes](#) | [Florida](#)  
Theodore Robert "Ted" Bundy, born Theodore Robert Cowell, was an American serial killer active between 1973 and 1978. He twice escaped from county jails before his final apprehension in...  
[en.wikipedia.org/wiki/Ted\\_Bundy](http://en.wikipedia.org/wiki/Ted_Bundy) - 140k - [Cached](#)



**Ted Bundy Profile - Serial Killer Ted Bundy** ✓  
Ted Bundy screamed his innocence until his death in the electric chair became imminent, then he tried to use his victims one more time to keep himself alive. ...  
[crime.about.com/od/serial/p/tedbundy.htm](http://crime.about.com/od/serial/p/tedbundy.htm) - [Cached](#)

**Ted Bundy, notorious serial killer - Crime Library on truTV.com** ✓  
Ted Bundy is one of the world's most famous serial killers. This charming, articulate young man eventually confessed to murdering 30 women.  
[trutv.com/.../serial\\_killers/notorious/bundy/index\\_1.html](http://trutv.com/.../serial_killers/notorious/bundy/index_1.html) - [Cached](#)

**Ted Bundy (2002)** ✓  
The story of serial killer Ted Bundy. Visit IMDb for Photos, Showtimes, Cast, Crew, ...  
Ted Bundy had a troubling childhood where he discovered in his early teens that he was ...  
[imdb.com/title/tt0284929](http://imdb.com/title/tt0284929) - 57k - [Cached](#)

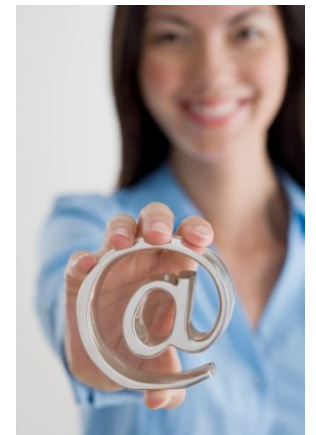
**Ted Bundy - Biography** ✓  
Ted Bundy on IMDb: Movies, TV, Celebs, and more. Ted was born to Eleanor Louise

Search Pad  
SearchScan - On  
3,420,000 results for **Ted Bundy**:  
[Show All](#)  
IMDb  
Wikipedia  
Related Searches  
jeffrey dahmer  
john wayne gacy  
serial killers  
charles manson  
ed gein



# Change what you can change

- Free sites are easy to update.
  - Facebook, MySpace, LinkedIn, Spoke, etc.
- “Un-tag” yourself (if possible).
- Remove unwanted personal references (if possible).
- Keep your private life private.
- If you can’t change it, try to outshine it!



# Build your presence

- Begin with social networking sites.
- Write articles for on-line sites.
- Engage in professional discussions.
  - Demonstrate your knowledge, character and competency.
- Never post phone number or street address.
- You control the information.
- Be HONEST.



# Have patience

- Changes might not happen immediately.
  - It takes time for “spiders” and “bots” to find you.
  - Many search engines rely on “democratic” principles.
- A “link exchange” strategy can help.
- Share your on-line sites with others.
- It is an investment of your time.
- Plan on it lasting FOREVER.



# Benefits

- The web works for you 24/7.
- It reaches potential employers at work, at home and at play (think iPhones).
- It can help set you aside from others.
- It's usually free.



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# Summary

- You can't completely control your on-line presence, but you can influence it.
- It enables you to build a personal network.
- There are many free sites that can help you.
- It's in your best interest to manage your on-line presence.

