

TIPS FOR BUILDING YOUR PROFILE ON SOCIAL NETWORKS

Using social networks for business networking purposes is rapidly becoming a common practice among today's technically savvy employees. Technology such as CareerBuilder now exists to allow for a matching process between the professional requirements of available jobs with the content found on individual social network profiles. In the States, FaceBook boasts more than 36 million users and is the 6th most trafficked site. Hiring managers are eager to tap into this huge database in the increasingly competitive search for talent. Here are some effective tips to increase the effectiveness of your profile on your social network of choice:

Tip 1: Promote Yourself.

Hiring managers often look at profiles to get a better sense of the candidate's talents and to assess fit within their team's culture. Use your profile to showcase your creativity and contributions. Highlight achievements and awards, post things you've written or designed, include community or volunteer activities or other relevant information.

Tip 2: Have no regrets.

Don't post anything on your profile or your friends' profiles you wouldn't want a prospective manager to see. Derogatory comments, risqué photos, foul language and lewd jokes all will be viewed as a reflection of your character and may work against you in your job search.

Tip 3: Be discreet.

If your network offers the option, consider setting your profile to "private" so that it is only viewable by friends of your choosing. And since you can't control what other people say on your site, you may want to use the "block comments" feature. A CareerBuilder study of 1,150 hiring managers found that 12% of them said they have used social networking sites to screen job candidates. Of these hiring managers, the majority of them (63%) did not hire the person based on what they found.

In summary, consider following these tips to help you build your profile and use it effectively:

- **Tip 1:** *Promote yourself*
- **Tip 2:** *Have no regrets*
- **Tip 3:** *Be discreet*