



**Case Study: Job Seekers Carrying their
Online Reputation Management**

1. STATUS

Currently over 90% of the U.S. companies have social media profiles and pages, building their network connections and use it actively in the recruiting process. 7 of 10 recruiters have success in searching and finding new talents using the various social platform. Among the top preferred websites are LinkedIn (93%), Facebook (66%) and Twitter (54%). Another social media platforms, often used for professional purposes are XING, Flickr, Quora and Google+.

2. ISSUES

What are the most common inappropriate tweets that recruiters find while they are researching potential candidates?

- Related to drugs
- Sexual content
- Profanity
- Grammar and spelling mistakes
- Drinking pictures of the candidate

And what about a mistaken identity?

Sometimes a mistaken identity happens when the recruiter finds a person with the same name, but with a completely different professional and often personal background. That includes people with criminal records, negative online presence, etc. Often the researches never go beyond page one of the popular search engines. That way the recruiter won't find out if that person is actually the person they are researching for.

3. ACTIONS

What recruiters like to see? Build your profiles the right way!

Professional organizations membership. It's not there just to make your profile fancy. This means that you are part of something and you are able and willing to take a certain responsibility.

Volunteering. Willing to help? Participating into different charity events, organizations and voluntarily supporting various social crisis always speaks for itself.

Professional social media presence. Taking care of social media profiles always leaves a good first impression. That means you can both maintain your personal online reputation as good as the company's online reputation you are going to potentially be employed in.

4. LESSONS LEARNED

✓ **Protect your posts**

If you are using the various social media networks for connecting not only with your professional circle of contacts, but also with family, friends and close people, bear in mind what you share. Use the option to protect your posts and tweets if the content you are sharing has a sensitive meaning.

✓ **Update on a regular basis**

If your profiles are public, share the type of content that is suitable for your business field, not only side activities and interests. Of course the more meaningful content and information you share, the more complex and valuable you are for your potential employer.

✓ **Get involved into social activities**

Actively taking part in volunteering causes and social events will bring more value to your profile as a professional, not because you are a good person, but because you are willing to take responsibility for something.

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