

Social Media impact on
recruitment market
Effect on jobseeker

Talkwalker
A social media search and
alert system



Lifelong
Learning
Programme

Digital Identity

Mentoring InterPAIRS for Employment

issue 1, volume 2 [EN]

Digital



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JOB SEEKING ONLINE

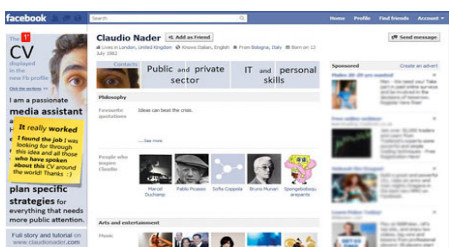
Modern Ways to Job Search

**EGO SURFING
OR
SMART SELF-DEFENSE**

Employers do not want to hire “problems”



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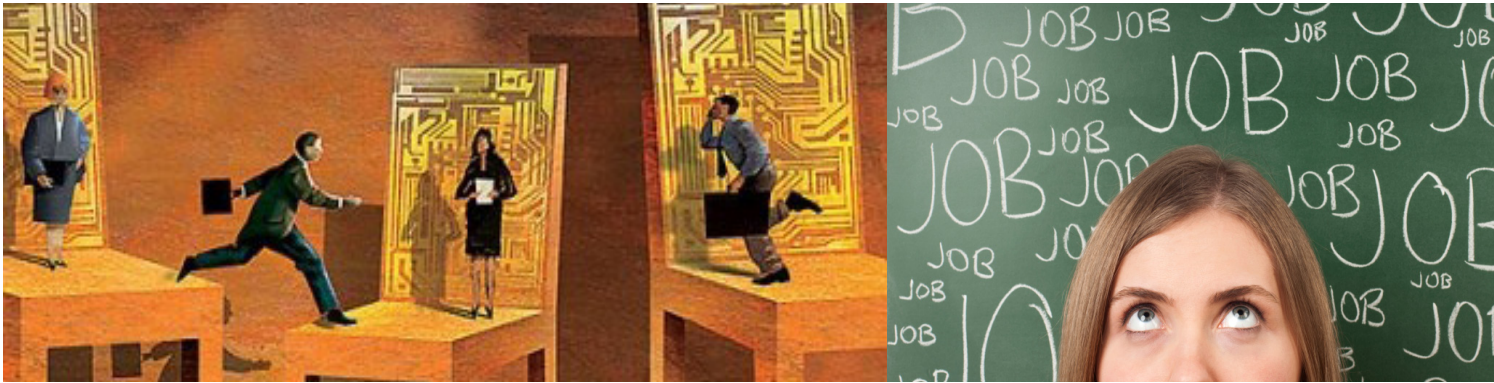
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JOB SEEKING ONLINE

A CANDIDATES' VIEW OF JOB SEEKING ONLINE

In a time of economic unrest, it can be difficult for anyone to find a job, especially a graduate. Jobs are few and far between and competition is fierce so how do you ensure that you find that perfect job? Well here we look at how to job seek online and some basics that you have to cover to make sure the job is right for you, and you're right for the job!



The most common way of searching for a job online is to use a job search website like TotalJobs or Monster. Both of these, and other similar job search websites, provide a medium for employers to advertise jobs and for potential candidates to apply. To get the most out of these websites, you need to follow these tips:

1 - Search often – employers don't have a specific day of the week that they are likely to advertise a job. As soon as they have completed all the paperwork and the job becomes available for applicants, they will post it onto a job search website. It's therefore

essential that you search for jobs regularly to make sure that you don't miss the perfect job for you or the application deadline. A daily search will make sure that you pick up new jobs immediately and have the chance to put in your application before the competition.

2 - Subscribe to job alerts – don't just rely on your ability to search for a job online. Most online job search websites will have a job alert email facility. After entering your chosen job requirements, you will then be emailed as soon as matching jobs are posted. Again this can help you apply before others and make sure you don't miss any jobs being advertised.

3 - Match the essential requirements – on most job adverts, the employer will have provided a list of essential requirements. These are things that any applicant needs to match. Carefully check the essential requirements against your own qualifications, skill set and experience to make sure that you meet the criteria. If you don't match them, it probably isn't worth applying as these will be qualities that are essential for doing the job.

4 - Match the desirable attributes – as well as a list of essential requirements, a job advert is also likely to have some desirable attributes too. These are qualities that the employer is ideally looking for but not essential

for the job. Again carefully check the list and consider your own circumstances and experience. If you meet any of the desirable criteria, you are in a good position to apply for the job.

5 - Find fields of experience – as a graduate, it can be difficult to compete in the job arena without much experience. However when looking for a job using an online job search website, try to tailor your experience to meet the experience required. Although you may have only had a paper round before, it shows that you are a hard worker and punctual. If you've worked in your father's office, you might be able to show that you are a team player or have basic admin skills. Tailor what is required from the employer with what you've been exposed to in a part-time job or whilst studying.

6 - Be flexible – in highly competitive times, you need to be flexible about what job you apply for. If a job is in a field you want to work in but not in the exact role, consider applying anyway as it may be a stepping stone to your desired job. Also consider moving areas in order to find your dream job or alter your expectations of working hours.

7 - Consider the salary – as a graduate you might be desperate for work but before applying for a job consider what salary is being offered, Is the salary fair for the hours you will be expected to work? Does it take into account your experience and more importantly is it enough to live off? Very few companies will appreciate



[HTTP://WWW.TALENETIC.COM/A-CANDIDATES-](http://www.talenetic.com/a-candidates-)

MODERN WAYS TO JOB SEARCH

In the market for a new job? Checking out career opportunities in your field?

If you're thinking about being competitive, make sure you're in tune with what's happening to the employment landscape. Paper applications pretty much have become extinct as social network sites like Linked-In and online job searching tools like Monster, Careerbuilder, and BranchOut increase in popularity. These web-based job pools are being accessed by a wide range of new graduates, whether technical school students, online school students, or campus-based undergrads. Make sure you don't miss out. Your next job could be just a couple of clicks away.

ONLINE CVs ARE ESSENTIAL IN YOUR JOB SEARCH

Don't limit your opportunities. Savvy candidates are building their visibility and presenting résumés to recruiters via the internet

Recruiters and hiring managers are increasingly sourcing (and checking) candidates online. The report, What Employers Look Up on Social Media Sites, found that employers are interested in previous work history, recommendations and information such as personal interests.

MODERN WAYS TO JOB SEARCH

NETWORKING

Tap your social graph on social networks to make connections with people at companies you are interested in.



MOBILE

Use mobile applications on your smartphone to find job openings and apply with a single touch.

POPULAR SITES:

- Branchout.com
- Inthedoor.com
- LinkedIn.com
- Monster.com



80% of jobs are gained through networking.



40% of young professionals are using social media to find jobs.

1/3



of human resource managers predict traditional resumes will be replaced with social/business networking sites.

POPULAR MOBILE APPLICATIONS:

- Job Amp Mobile
- Real-Time Jobs
- Career Builder
- Busy Bee

20%



of job seekers use their smartphones in their search for employment.



PERSONAL BRANDING

Promote and brand yourself online with creative content that will catch the attention of potential employers.

A Blog is a non-intrusive way of getting employers interested in your brand without even applying for a job.

"video resume" on YouTube yields over 17,000 results.



Demonstrate your communicative skills and relevance through online influence measuring sites like Klout.com.



(SERP) Google now identifies and highlights high-quality content from authors in its search engine results page

Improve your chances by providing this information online. In the recent Guardian careers podcast, Julian Linley explained how he expects to see a digital CV, providing links to examples of work or projects.

LINKEDIN PROFILE

On LinkedIn you only have one version, so it must appeal to different readers (recruiters, peers and employers) and be appropriate for both networking and job searching. Don't just copy and paste your paper CV, but give a bigger picture of your strengths, interests, and professional activity.

LinkedIn profiles are far more dynamic than traditional CVs. Various applications let you add blogposts, a portfolio and presentations, and upload files (such as your CV). Keep your profile active with status updates and tweets (adding the #in hashtag displays tweets in your profile).

Highlight your professional reputation through adding recommendations and connections, and joining relevant groups. Include a professional photo, and feel free to add personal interests.

Treat your profile as a networking tool to stop your boss assuming you're planning to leave.

"As long as you don't write 'looking for a job' in your profile, it would be hard for your boss to accuse you of job-hunting on the sly... Join industry groups, and take part in the group discussions. Build your profile, connecting with people you know both inside and outside of your job."

While traditional CVs are concise, your LinkedIn profile can contain paragraphs and full sentences. Using the first-person (as in "I specialise in" rather than "Specialist in") adds a more personal tone.

If you're job-hunting, optimise your profile for keywords – the job titles, areas of expertise, and terms typically found in your target job descriptions. The specialities section of your summary is ideal for listing your professional skills.

GOOGLE PROFILE

Use your Google account to create a profile: uploading a photo, adding links (such as to your LinkedIn profile) and writing a page that serves as a CV; with an introduction, your current occupation, employment history and so on.

Both a LinkedIn and a Google profile rate high when your name is Googled, helping to push down any negative information about you.

FACEBOOK CV

A creative idea from JobMob which uses the new home page layout (with your profile photo on the left and the five tagged photos across the top) as CV sections.

TWITTER CV

Upload your print CV to display as your Twitter background with www.twtres.com (Tip from the Career Thought Leaders white paper).

VISUAL CV

Embed audio, video, graphs and Powerpoint files on your own page. You can then send the link to contacts, potential employers and so on.

VIDEO CV

Not appropriate for all sectors, but if done professionally, a video presentation can get results. You can create a webcam clip, hosting it with your CV, on a site such as Meet the real me.

But even a brief clip uploaded to YouTube can help with remote networking or a job search. Send the link in a speculative email if you're currently unavailable to meet in person.

Make the clip interesting. Don't read out your CV or use bland cliches. Be specific about what you offer the company, or tell a relevant story to exemplify a strength or personal quality.

TIPS FOR ONLINE CVS

Use your paper CV as the basis for your online profiles, but include links or fresh information.

Be consistent. Make sure that employer information and dates match.

Update your profiles regularly.

[HTTP://CAREERS.THEGUARDIAN.COM/GUIDE-TO-ONLINE-CVS](http://careers.theguardian.com/guide-to-online-cvs)



Social Media Job Search

SOCIAL NETWORKS AND JOB SEARCHES: PROS AND CONS

<https://www.privacyrights.org/social-networking-privacy-how-be-safe-secure-and-social#job-searches>

Jobseekers have increasingly turned to social networks to market themselves to potential employers, network with other professionals and search out job opportunities. However, an unprofessional social networking profile may also make a job applicant seem unsuitable by revealing too much personal or unflattering information to a potential employer. This section reviews the pros and cons of social networking for jobseekers.

This information can be applied to any situation where reputation matters, such as:

- Renting an apartment
- Beginning to date someone
- Starting or maintaining a professional relationship, for example as an independent contractor or in a managerial position
- Engaging in volunteer or electoral positions

- Applying for colleges or scholarships
- Being considered in a jury selection process

How Social Networks May Assist Jobseekers

There are a variety of ways social networks can help with the job hunt. If a job applicant initially contacts a potential employer via the Internet, a profile on a social network can help confirm that there is a real person behind an email address.

Social networks also increase networking opportunities. A job applicant can alert others to an interest in finding a job, as well as details on the desired position, by posting about this interest on a social network. Professional networks, such as LinkedIn, are designed to provide in-

formation about education, employment history and accomplishments to a large number of people. There are also professional or interest groups on a variety of networks that can increase visibility and contacts.

How Social Networks May Hinder Jobseekers

Social networks may inadvertently reveal information jobseekers might not choose to reveal about themselves. Potential employers often use whatever information they can gather about an applicant in making a hiring decision. It is important to know what information can be seen by non-contacts and to consider what kind of conclusions might be drawn from it.

Unflattering pictures or posts could seriously affect the likelihood of get-

ting hired. Even if one posts this information using restrictive privacy settings, there are many ways in which it may become available.

As a general rule, before posting something on a social networking profile, imagine it displayed on a billboard on the side of a highway. Would you be uncomfortable to see it there? If so, you may not want to post it at all.

While it is illegal and very hard to prove, potential employers might discriminate based on information available from profile pictures and other easily available information on one's social networking profile. Be aware of revealing even basic information such as:

- Age
- Gender
- Race
- Disability
- Sexual orientation
- Political affiliations
- Other groups and contacts

Also, negative posts about a current job could harm an applicant's chances of getting an offer.

How Social Media Networks Can Get You Fired

Employers are increasingly monitoring what employees post on social networking sites. In fact, many companies have social media policies that limit what you can and cannot post on social networking sites about your employer.

Many companies have social media policies that limit what you can and cannot post on social networking sites about your employer. A website called Compliance Building has a database of social media policies for hundreds of companies. You should ask your supervisor or human resources department what the policy is for your company.

[HTTPS://WWW.PRIVACYRIGHTS.ORG/SOCIAL-NETWORKING-PRIVACY-HOW-BE-SAFE-SECURE-AND-SOCIAL#JOB-SEARCHES](https://www.privacyrights.org/social-networking-privacy-how-be-safe-secure-and-social#job-searches)

JOB SEARCH



IMAGE SOURCE: [HTTP://WWW.FLICKR.COM/PHOTOS/DEANMEYERS/3598159727/](http://www.flickr.com/photos/deanmeyers/3598159727/)

How has social media impacted the recruitment market – and what effect does that have on you the jobseeker



IMAGE SOURCE: [HTTP://WWW.FLICKR.COM/PHOTOS/SLIGHTLYEVERYTHING/8214124711](http://www.flickr.com/photos/slightlyeverything/8214124711)

LET SPELL OUT THE FOUR FUNDAMENTAL CHANGES THAT HAVE HIT THE JOBS MARKET AND HOW YOU CAN ADAPT TO EACH TO POSITION YOURSELF FOR SUCCESS IN TODAY'S JOBS MARKET

Change #1: Social Media has empowered employers to build their own in-house recruitment practices

Change #2: Social Media has made it possible for recruiters to engage with candidates in powerful new ways

The main thing standing in the way of employers doing more recruiting in-house has historically been their lack of access to an extensive candidate database.

Social media like LinkedIn, Google+ and Twitter have given employers a database every bit as powerful as those that were historically the preserve of only the leading headhunting businesses and recruitment agencies. They've also given recruiters a means of contacting candidates that doesn't involve "unpleasant" cold-calling. So in just a few years, the main impediments to employers doing more of their own in-

house recruiting have been flattened.

The key action point for you as a candidate is that you must make sure you have a profile on the leading social networking sites; you must make sure this has been optimised so that you appear strongly in relevant search results; and that it's been well crafted to convert recruiter views of your profile into firm job interview interest.

MORE GUIDANCE ON THIS ASPECT OF JOB HUNTING EFFECTIVENESS. SEE THIS ARTICLE ON LINKEDIN JOB SEARCH STRATEGIES.

[[HTTP://WWW.SOCIAL-HIRE.COM/CAREER--INTERVIEW-ADVICE/901/3-THINGS-YOU-CAN-DO-TONIGHT-TO-ACCELERATE-YOUR-JOB-SEARCH-ON-LINKEDIN](http://www.social-hire.com/career--interview-advice/901/3-things-you-can-do-tonight-to-accelerate-your-job-search-on-linkedin)]

Change #3: Social Media has opened up the possibility of hiring far more staff through referral channels

Change #4: Social Media

gives recruiters a whole new insight into your strengths and weaknesses as a candidate

Referral recruiting is something that has been particularly impacted by social networking sites. Given the choice, employers would ideally make all their hires via referral channels. Experience shows that those employers hired through referral channels are more likely to be a fit for the company long term. They typically join the business faster (so hiring time is reduced) and stay with the business longer (so hiring costs are reduced), a combination that is hard to argue with.

Conclusion:

With the overwhelming majority of employers now including social recruiting as part of their recruitment strategy, it's essential for the modern job seeker to adapt their job search skills accordingly.

THE SOCIAL JOB SEARCH

Can your social networks help you land a job?

NEARLY ALL RECRUITERS ARE USING SOCIAL MEDIA TO FIND CANDIDATES:

LINKEDIN
98%

94.5 % of recruiters have successfully hired candidates through LinkedIn.

TWITTER
42%

FACEBOOK
33%

IN 2012, COMPANIES ARE EXPECTED TO USE SOCIAL MEDIA TO RECRUIT FOR OVER 80% OF JOB OPENINGS

ROLES RECRUITERS NEED TO FILL

Executive or upper management roles: 39%  Other management roles: 77%

Non-managerial hourly employees: 36%  Non-managerial salaried employees: 82% 

TOP WAYS RECRUITERS SPEND THEIR TIME ON SOCIAL NETWORKS



SOURCING APPLICANTS:
58%



POSTING JOB OPPORTUNITIES:
49%

WHY DO EMPLOYERS USE SOCIAL MEDIA TO RECRUIT?



Recruit candidates who might not apply otherwise:
84%



Save money:
67%



Target a specific job level:
54%



Increase the company's brand recognition:
60%



Target a specific set of skills:
52%

HOW CAN YOU MAKE YOURSELF STAND OUT?

Make a good impression, fast!

Eye tracking studies reveal that on average, people spend just 5.7 seconds looking at your profile.

AREAS THAT GET THE MOST ATTENTION:



Your job title



Your profile picture

HOW TO EFFECTIVELY USE SOCIAL MEDIA IN YOUR JOB SEARCH

BY DIGITAL MENTORS - PORTUGAL
HTTP://MGT.BUFFALO.EDU/CAREER/STUDENTS/NETWORKING/SOCIALMEDIA/USINGSM

Social media can provide you information and connections that are vital to your job search. You can research companies and industries. To do so, why not use...

LinkedIn

LinkedIn is a business-oriented social networking site where millions of professionals connect. This platform provides the largest opportunity to market yourself and expand your personal network. Your LinkedIn profile provides a visible, online résumé that your contacts, including potential employers, can view.

Have a complete and robust profile

- The more information you have on your page, the better. Having a complete profile makes you 40 times more likely to receive job opportunities.

SE TENS DÚVIDAS E SE NÃO SABES O QUE FAZER, COLOCA AS TUAS QUESTÕES AOS VÁRIOS MENTORES DIGITAIS QUE TE PODERÃO RESPONDER E ACONSELHAR SOBRE QUE MEDIDAS DEVES ADOTAR, O QUE PODES OU NÃO FAZER, O QUE DEVES OU NÃO PUBLICAR.

ESTE GABINETE DE ACONSELHAMENTO INSERE-SE NO ÂMBITO DAS ATIVIDADES DO PROJETO “DIGITAL MENTORS”.

SIGAM-NOS EM:

[HTTP://WWW.DIGITAL-IDENTITY-PROJECT.EU/](http://www.digital-identity-project.eu/)

- A potential employer or contact will look at your page once and, if there is no useful information on it, they may never look again

- include major accomplishments, experiences, education, skills, honors and any other professional achievements you would include on a résumé or in an interview

- Use a picture of you in a business suit for your profile image

- Be sure everything you do on LinkedIn is professional and appropriate. Remember that potential employers will be seeing it

Request recommendations from your previous supervisors and co-workers

- Ask for social media recommendations as you would a regular recommendation. Ask in person, professionally, before sending the generic form

- Only write recommendations for people that you know well and can honestly recommend

Grow your network

- Start making connections as soon as your profile is complete

- Import your address book to add people you know

- Connect to friends, family, alumni and both past and present colleagues and supervisors

- Try to add at least one new person to



your network a week

- When making a new connection, remind the individual of how you know each other

- Quality is more important than quantity. You want a large network, but don't invite strangers or people you vaguely know and do not be offended if those people deny your requests

- Respond to requests promptly, within 24 hours if possible

- Join LinkedIn groups that align with your professional interests . These include alumni groups, trade associations and organizations you are a member of.

- Unless you have a personal connection with group members, avoid sending them direct messages

- Add value to discussions

- Share your observations or post a link to a relevant news article

- Be sure to read and respond to what other people are saying

You can ask members of your network to introduce you to one of their contacts This can help you establish great connections

Using LinkedIn to Search for a Job

- LinkedIn Jobs suggests open positions that align with your interests and allows you to search jobs based on dif-

ferent categories. You can also see how you are linked to the person who posted the job opening

- Follow companies and industries you are interested in

- Research your recruiters or interviewers through their LinkedIn pages

Facebook and Twitter

Facebook and Twitter can be just as effective in your job search as Linked In. These two platforms are traditionally used more socially than professionally, so it is very important to be aware of your online presence and the image you are projecting.

- More and more companies are using Facebook and Twitter for recruiting and hiring Like and Follow companies you are interested in. Retweet or share interesting posts by these companies

- If you have a professional interest or area of expertise, become a go-to person in that area. Create a blog, focus your tweets on that subject or, post interesting articles on your LinkedIn and Facebook pages.



Video killed the WRITTEN CV!

HOW TO USE VIDEO TO NAIL YOUR NEXT JOB APPLICATION.

Human beings are visual creatures, and almost **93%** of all human communication is visual. When applying for a job a written CV doesn't express your uniqueness, which is why video is fast becoming the next frontier of recruitment.

WHY VIDEO?

- 90%** of information transmitted to the brain is visual
- Visuals are processed **60,000** times faster than text is decoded in the brain
- A minute of video is worth **1.8 million** words*
- *According to **Dr. James McQuivey** of Forrester Research
- 70%** of all sensory receptors humans have are in the eye
- Visual content makes up **93%** of all human communication

THE STRUCTURE OF A VIDEO CV

Introduction

- ⊙ Your first few seconds of screen time is where the employer will make their first impression of you.
- ⊙ Before taking in what you say, an employer will notice your tone, body-language, and attire which should convey confidence, liveliness, and professionalism.
- ⊙ Introduce yourself and explicitly state your intentions.

Hello, my name is John and I'm your next social media marketing director.

Unique Selling Point

I'm driven, creative, and I will bring solutions to the challenges at your company. In my last position I increased sales by 50% within six months.

- ⊙ Hook employers in with what's unique about you.
- ⊙ What have you accomplished that makes you qualified for the position?
- ⊙ Incorporate keywords from the job description so you're tailoring your experience to what they are seeking.
- ⊙ Remember not to read your CV, simply expand upon it in further detail.

Call to Action

- ⊙ Briefly recap what qualifies you as a valuable addition and hook the employer with your call to action.
- ⊙ Doing this prompts the employer to act if they are interested in what they see in you.
- ⊙ Be sure to also thank the employer for their time.

Thank you for watching my Profile Video. I'm confident my skills and previous experience will help me produce even more results for your company. Contact me for more information. I look forward to hearing from you.

THE RISE OF VIDEO INTERVIEWS

WWW.BRIGHTONSBM.COM

BRIGHTON SCHOOL OF BUSINESS AND MANAGEMENT



HOW TO PROMOTE YOUR VIDEO CV

- ⊙ Include a link to your video in your paper/online CV
- ⊙ Include your video or a link to it in your professional profiles on career networking sites like LinkedIn
- ⊙ Send the link to your networking contacts
- ⊙ Send the link along with your traditional CV with any job application you make

VIDEO IS THE FUTURE OF THE INTERNET

- In 2017, video will make up **69%** of all consumer internet traffic
- An internet user watches **186** videos on average each month
- YouTube is now **28%** of all Google searches
- Online video users are expected to reach **1.5 billion** in 2016
- 50%** of mobile wireless network traffic is video

THE AGE OF GOOGLE AND SOCIAL MEDIA

IN THE AGE OF GOOGLE AND SOCIAL MEDIA, CAUTION IS REQUIRED – MORE CAUTION THAN MANY PEOPLE ARE USING. IT'S NOT YOUR GRANDMOTHER'S INTERNET ANY MORE! TWO VERY IMPORTANT THINGS TO BE AWARE OF IN THE AGE OF GOOGLE AND SOCIAL MEDIA:

1.) *MOST OF WHAT IS CONTRIBUTED ONLINE IN SOCIAL NETWORKS LIKE LINKEDIN, FACEBOOK, AND TWITTER IS VISIBLE TO THE WORLD.*

2.) *THAT WORLD INCLUDES BOTH CURRENT EMPLOYERS AND CO-WORKERS AS WELL AS RECRUITERS AND POTENTIAL EMPLOYERS – PEOPLE YOU PROBABLY WANT TO IMPRESS (POSITIVELY).*

WHENEVER YOU MAKE A COMMENT ONLINE, PRETEND YOUR MOTHER, YOUR CURRENT BOSS (IF YOU HAVE A JOB), OR A RECRUITER FOR YOUR “IDEAL” EMPLOYER IS LOOKING OVER YOUR SHOULDER AND READING WHAT YOU WROTE. BECAUSE IN OUR CURRENT REAL/VIRTUAL REALITY WORLD, THEY MAY BE.

YOU ARE BEING WATCHED! AND JUDGED!

Yes, you ARE being watched! What you write (or say) online “can be used against you” in the court of public opinion or in the privacy of an employer's or a recruiter's office. Yet, it appears that too many people are not aware that what they do online, in the “privacy” of their social media accounts, is often very widely visible.

This wide visibility can help or hurt both their careers and their job hunting. In this post, we'll explore how people may be hurt by what they post. (In the next post, we'll see how they may be helped.)

People often assume that if they don't receive negative feedback about their behavior, that everything is fine, that no problem exists for them. Unfortunately, not true.

BE AWARE!



Ego Surfing: How to Perform That Daily Ritual of Googling Your Name

Ego-surfing, or searching for occurrences of your own name or your company's name on Google and other web search engines, is a common activity among most web users.

And ego-surfing (or self-googling) is not always about the ego – it helps you track conversations on the Internet that are related to you or your company and you could gather some good feedback which would otherwise go unnoticed.

This quick guide on “googling yourself” touches both blogs and websites that are without feeds.

Blogs and Websites with RSS Feeds:

It is extremely easy to discover reactions to your name on blogs in real time because they all provide RSS feeds – just type your name in any blog search engine (like Google, Technorati or Ask.com) and subscribe to the feed of the search results in your news reader to get notified automati-

cally whenever there's a discussion that refers your name.

Websites without RSS Feeds:

There's a vast universe outside blogs as well that includes regular websites, personal homepages, social networks, message boards, mailings lists and more.

The only way to track your name in such places is through Google web search but unlike blog search, Google won't let you sort results by date and there are no RSS feeds in search results.

No worries, here's how to automate that daily ritual of ego-surfing on Google.

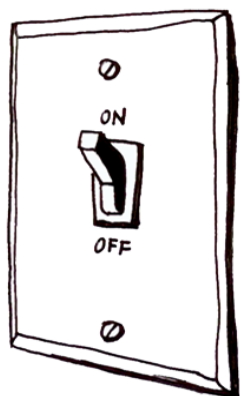
Step 1: Goto Google Advanced Search and select "past 24 hours" in the date field. This will filter all web pages from Google search results that were indexed more than 24 hours ago.

Step 2: Type your names enclosed in quotes in the search box – also include any common misspellings separated by the OR operator. (e.g. – "amit agarwal" OR "amit aggarwal" OR "amith agarwal"). Hit Enter.

Step 3: Copy the Google URL in the address bar and paste that into the search box at Page2RSS.com. This will create an RSS feed of your search results that you can subscribe via email or in any news reader.

You will no longer have to type your name in Google every morning – if there's a new web page that mentions your own name or your company's name, it will be pushed to your inbox (or RSS reader) automatically.

Google alerts



GUIDE TO DEFENSIVE GOOGLING

ACCORDING TO A MICROSOFT REPUTATION STUDY, WHILE ONLY 30% OF JOB SEEKERS WORRY ABOUT THEIR ONLINE REPUTATIONS, 70% OF RECRUITERS IN THE USA HAVE REJECTED AN APPLICANT BECAUSE OF WHAT THEY FOUND ONLINE... WITHOUT KNOWING FOR SURE THAT IT WAS THE JOB SEEKER THEY FOUND. THE NAMES WERE THE SAME, AND THAT WAS ENOUGH "PROOF."

So, even though you may be leading a blameless life, avoiding Facebook and other social media, and feel you have no reason to worry about what is online about you, you could well be wrong.

The actions of someone else – who has the same name you have – could be sabotaging your job search.

Recruiters who Google the name you put on their application or in your resume will be unaware that the "bad" person Google showed them is not you. Result: opportunity lost! Perhaps, many opportunities...

MISTAKEN ONLINE IDENTITY IS A MAJOR ISSUE – DEFENSIVE GOOGLING IS THE SOLUTION

Since the best defense is a good offense, find out what is available online related to your name. If you don't know about it, you won't be able to address it. When you do know about it, you can differentiate yourself from the individual(s) with the problem.

1. Search Google (and Bing) on the name(s) you have been using in your resumes, job applications, and other job search documents.

You need to know if someone who has the same name you have is causing you a problem in your job search to avoid using that version of your name.

To search - Type the name you usually use on your resume into a Google (or Bing) search bar with quota-

tion marks around it, like this:

“First name Last name”

Enclosing your name within quotation marks tells Google and Bing that you want those words in a phrase, side-by-side. Otherwise, the search engines will show you results where those two words appear anywhere on the same webpage, regardless of how far apart or unrelated in context.

If you typically include your middle initial, middle name, or some other configuration, search for that version of your name.

2. Carefully study the first 10 pages of search results.

Look for anything negative that an employer would see associated with your name (even if it is NOT about you).

This could include photos and videos as well as standard web pages, blog posts, comments on blog posts, news items, public records (like court dockets), and other information readily available online.

If you find something inappropriate associated with your name – something that would make an employer put your resume in the “reject” pile rather than the “possible” pile – you have a potential problem.

The problem could be someone with your name who has been arrested for drunk driving, posted inappropriate photos of themselves in social media, been accused of being a tax cheat, contributed racist, sexist, or other nasty “*ist” comments on blogs, or hundreds of other things.

If that entry is on the 8th page, and moving down toward the 9th, it may not be a big issue. But if it is on the

first page or the second page, pay close attention. Monitor that entry. You need to find a version of your name without something bad associated with it.

3. Continue to search using different variations of your name until you find a “clean” version.

A clean version of your name doesn't have anything negative – from anyone – associated with it, but it is still your real name. Check all the versions of your name you can think of – with your middle name or middle initial, etc.

4. Use the clean version of your name for your job search.

Pick one, clean version of your name, and use it consistently for your job search.

- Resume
- Cover Letters
- Email address
- Email signature
- LinkedIn Profile
- Business/networking cards
- Job applications
- Anything else related to job search

Keep everything “in sync” particularly in relation to your LinkedIn Profile.

5. Set up a Google Alert on all versions of your name, including the “clean” version.

Keep track of what is happening to your clean name in case someone else using that name does something that makes it unusable.

Google Alerts are free and will notify you when something new associated with the name appears in Google search results.

ONLINE REPUTATION MANAGEMENT IS THE NEW REALITY

This is NOT “vanity Googling.” This is “defensive Googling” – enlightened 21st century self-defense!

JOB SEARCH TUTORIAL

Job Search Tutorial Home

- Part 1: Starting Your Online Job Search*
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 - Step 2: Decide What Job(s) You Want*
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- Part 2: Implementing Your Online Job Search*
 - Step 1: Implement Your Job Search*
 - Step 2: Find Jobs Online*
 - Step 3: Keep Track of Your Job Search*
 - Step 4: Stand Out From the Crowd*
 - Step 5: Tap the Hidden Job Market*

More Information:
Online Job Search Guide
<http://www.job-hunt.org/starting.shtml>

GOOGLING YOURSELF IS NOT ALWAYS “EGO SURFING”!

GOOGLING YOURSELF IS SMART SELF-DEFENSE

Think how many times in a day or a week you Google something – maybe to find the definition of a word, check the news or the TV listings for the next day.

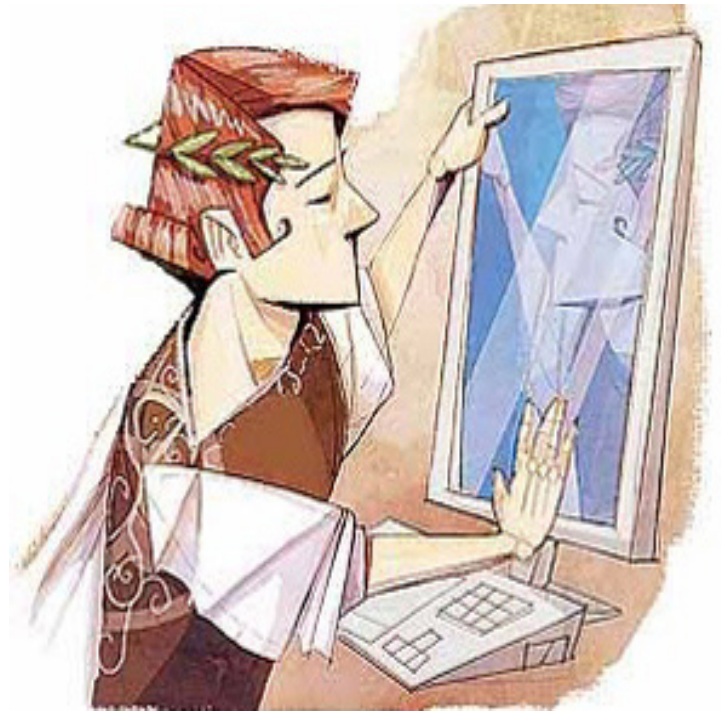
AND – to check out reviews of a product or service you are thinking of buying.

Which is exactly what a potential employer does when they are thinking of hiring someone. They Google (and/or Bing and/or Yahoo!) that person’s name to see what they find about the person before they waste anymore valuable time on that candidate.

So, if you are applying for jobs – or, even if you are just thinking about applying for jobs – you need to know what Google shows a potential employer when they Google you. And, to be smart, you should check Bing and Yahoo, too.

Googling yourself is just another variation of seeing how you have been cited and there is anything wrong with it. According to the entry on Wikipedia:

“Egosurfing (also referred to as Googling yourself and less frequently called vanity searching, egosearching, egogoogling, autogoogling, self-googling, master-googling, google-bating) is the practice of searching for one’s own given name, surname, full name, pseudonym, or screen name on a popular search engine in order to review the results. Similarly, an egosurfer is one who surfs the Internet for his or her own name to see what information appears. It has become increasingly popular with the rise of internet search engines, as well as free



blogging and web-hosting services”.

Further reading about these topics....

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A REVIEW OF A NEW, FREE SOCIAL MEDIA MONITORING TOOL

There is now a new and, it seems at first look, a good alternative for web alerts. It's Talkwalker, a European company based in Luxembourg.

It has been available as a paid service for several years, but it has recently changed to a Freemium model with free and Pro versions.

Talkwalker seems to offer a wider range of insight, functions and filters than other free social media monitoring tools including:

- Specific filters for News, Blogs, Facebook, Twitter and YouTube
- Evaluation of influencer levels of reach and engagement
- Coverage of different themes
- A more comprehensive database of up to 1 year

So what's it missing? Be aware that there are still big limitations like page and content analytics, historical data access and storage, other social networks like Google+, LinkedIn and Instagram.

That said, it still looks a great ad-

dition to the social media marketers' toolset. How does it look to you? Perhaps you have another free social media tool you can recommend?

However, Talkwalker seem to be a good alternative.

<http://www.smartinsights.com/social-media-marketing/>



USING TALKWALKER SOCIAL SEARCH FOR SOCIAL MEDIA

SET UP GOOGLE ALERTS



THIS POWERFUL TOOL MAKES IT A SNAP TO GET GOOGLE SEARCH QUERIES DELIVERED TO YOUR INBOX.

Google Alerts has been around for ages, forgotten by many and overlooked by many more. That's a shame, because it's still one of the Web's best ways to keep tabs on any person, place, or thing.

Specifically, Google Alerts sends you an e-mail digest of new Web content related to any Google search.

Step one: Enter your search query. This would be exactly what you'd type into a Google Search box. And you can use the same search operators, too. So, for example, if you want to get an alert every time CNET writes about a new robot vacuum, you'd use this query:

site:cnet.com "robot vacuum"

Step two: Choose the kind of results you want. By default, Google Alerts will give you "Everything," but you can also narrow the search to blogs, books, discussions (within Google Groups), news, and video.

Step three: Decide how often you want to receive this particular alert. Google can send you notifications once per day or once per week, but if you're tracking a particularly important topic, you can choose "As-it-happens." Be warned that this can result in a flood of e-mails. Fortunately, you can easily edit an Alert to reduce the frequency.

Step four: Choose between "all results" and "only the best results," the latter giving you what Google thinks are the best matches to your query (kind of an expanded "I Feel Lucky"). Again, if one setting isn't providing the kind of results you want, you can easily toggle to the other.

Step five: By default, Alerts will arrive via e-mail, but if you use an RSS reader, you can also choose Feed, then copy that feed to your reader.

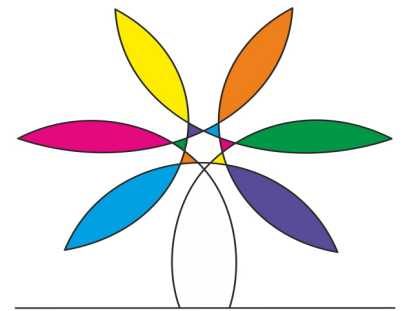
With all your choices made, click Create Alert. You'll immediately land at your Alert-management page, where you can edit or delete alerts as needed.

By the way, Google recently overhauled the look of e-mail alerts, with bolder headlines and one-click sharing buttons for Facebook, Google+, and Twitter. And if a particular result seems out of place, you can click "flag as irrelevant."

[HTTP://WWW.CNET.COM/HOW-TO/SET-UP-GOOGLE-ALERTS/](http://www.cnet.com/how-to/set-up-google-alerts/)



IES Sant Vicent Ferrer
Algemesi



AGRUPAMENTO DE ESCOLAS DE VILELA



BERLINK

BERLIN EXPERIENCE



*Sharing knowledge
to build a stronger European economy
driven by human capital.*

EVTA Ecosystem

*Beauty
Partners*



Gap Eğitim Gönüllüleri
Derneği



The mentoring relationship is a two way process which potentially benefits both mentee and mentor as they learn from each other.

digital



Identity



Education and Culture DG

DIGITAL MENTORS

Lifelong Learning Programme

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<http://www.digital-identity-project.eu/>