Paul Davis

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Chapter 10

Your Turn 1

**Using Social Media and Your Personal Portfolio Website**

1. Use your browser to research how you can use social media to improve your chances for future employment. Discuss your findings.
2. Use your browser to research things to avoid when it comes to social media and future employment. Discuss your findings.

A new relationship has emerged between employment and the use of social media. Employers want to learn more about their candidates often turn to social media. LinkedIn is commonly viewed as of the few beneficial social media sites because it highlights a person’s knowledge and skills in a particular field.

In one article, I read that more than 50% of employers use social networking sites to research potential candidates. Given those statistics, individuals seeking employment should be mindful what they post on their social media sites. "Rather than go off the grid, job seekers should make their professional persona visible online, and ensure any information that could dissuade prospective employers is made private or removed" (Perkins, 2015). According to the article, those seeking employment should boost their proficiencies on social media. Employers say this helps provide additional regarding the potential employee’s skills and credentials. Engage in hot topics in your area of expertise on social media. Join social media groups aimed at your field and post comments. Follow experts in your field and share information that you have learned. Create and share valuable content related to your area of expertise.

Those seeking employment should avoid posting anything that could be seen as negative, such as derogatory comments about a previous employer. You should also be aware of what others have said or commented about you. Once you have obtained employment, do not post negative comments about your job. Likewise, do take pictures or video of yourself while on the job and post to social media.

# Bibliography

Perkins, O. (2015, May 14). *Cleveland.com*. Retrieved from Cleveland.com: http://www.cleveland.com/business/index.ssf/2015/05/more\_than\_half\_of\_employers\_no\_1.html