

## Keep It Clean: Social Media Screenings Gain in Popularity

What you post on social media could have serious repercussions on your professional life. It could cost you your current job or job opportunities in the future.

According to a 2018 CareerBuilder survey, 70 percent of employers use social media to screen candidates during the hiring process, and about 43 percent of employers use social media to check on current employees.

Managers look at social media accounts for an array of reasons, but many employers want to make sure a candidate will be a good fit with their company.

### Don't erase your entire profile

While the fear of something embarrassing or negative being discovered might tempt some job candidates to completely erase their online persona, employers say that strategy can backfire.

About half of employers – 47 percent – said they wouldn't call a person for an interview if they can't find them online.

### Use social media to your benefit

Despite what job candidates might think, most employers aren't scouring the internet looking for reasons not to hire them. Most employers are looking for reasons to hire someone.

The CareerBuilder study found that 58 percent of employers conduct social screenings to look for information supporting a candidate's qualifications for the job, 50 percent want to ensure the candidate has a professional online persona, and 34 percent want to see what other people are posting about the candidate.

### What to avoid on social media

According to the survey, these are the leading types of posts and behavior that left employers with a bad impression:

1. Job candidate posted provocative or inappropriate photographs, videos or information.
2. Job candidate had discriminatory comments related to race, gender, religion, etc.
3. Job candidate lied about qualifications.