



Social Media Matters

Red flags and first impressions matter. Even on social media. In a recent [CareerBuilder poll](#), 70 percent of employers used social media as a candidate recruiting and screening tool. So, what does your social media presence say about you?

Your social media presence can work for or against you when job hunting. What you post, how you post and who you interact with on a daily basis can have a great impact on how recruiters and hiring managers view you as a viable candidate. Social media has become a fast and cheap "background check" that is often done before inviting a job applicant in for an interview. Employers search social media to verify the facts on resumes, to check out knowledge and attitudes expressed publicly, and evaluate communications skills.

Social networks also open doors for decision makers to get a glimpse into the true personality of a person and how they might be outside of the office.

Bottom Line: Make sure your profiles are up to date and your content is appropriate and will engage employers who search for you.

For more tips on using social media successfully in your job search, [click here](#).



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