Reasons to be Careful with Your Online Postings

Steve Greenberg of Jobs 4-0 quoted a recent study showing that employers can get clues regarding the general aptitude and personality of candidates from these profiles. How are they doing this? This way:

1. **General postings proved to be a reliable indicator of intelligence, sociability and unhappiness.**

2. **Favorite books, movies and quotes all proved to be good Indicators of sociability and maturity**

3. **The number of friends showed that the individual is well liked.**

Greenberg also pointed out that you must be careful about comments and pictures posted by friends. These often showed as much about the person as their own postings!

Just how important are online postings?

The following stats from Vault.com are very telling as to how important online Postings are when it comes to getting hired, or not getting hired:

- While 93% of employers said they hadn't rejected a job candidate based on social-media presence;
- More than a third said they do check applicant's profiles;
- 86% said that job seekers should make their profiles more appropriate:
- 36% think people should make their profiles private.

Information on social media in job recruiting may be confusing, but it does show that employer use of online profiles is increasing. As a recruiter, I'm using these sites more and more.

My advice to job seekers: **Better sake than sorry!**