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## JOB SEARCH: YOUR ONLINE PRESENCE

Submitted by Beth Braccio Hering on Mon, 08/27/2012 - 1:00pm

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Gone are the days when all an employer knew about you before an interview came from the material you sent or perhaps a mutual acquaintance. Social media has put a wealth of information at everyone's fingertips, and a smart candidate knows ahead of time what an online search will reveal.

The good news is that with some forethought, you can help shape the perceptions of prospective hirers. To that end, Lisa Quast –Forbes blog contributor, author of *Your Career, Your Way*, and founder of [Career Woman, Inc.](#) – recommends the following:

- Be the professional you would want to hire.

Ditch that profile picture taken in the mirror and opt for a professional photograph. Give potential employers a glimpse of someone that can be taken seriously by scrubbing your accounts to get rid of inappropriate photos or status updates and Googling yourself to ensure nothing incriminating comes up.

- Watch the company you keep.

Your social media profiles may be squeaky clean, but your friend who still beer bongs years after his fraternity days could reflect poorly on you. It's not necessary to delete these friends, but keep online interactions minimal during your job search.

- Cover all your bases, and don't forget the basics.

Social media isn't the cure-all magic tool that will grant you a dream job. A stellar résumé, cover letter, and relevant work experience are still a top priority. Once these are up to par, make sure they're easily accessible online by uploading to LinkedIn and updating your work history on Facebook. To give your online credentials an extra boost, include recommendations on LinkedIn from previous employers, co-workers, or clients.

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Career Woman, Inc.