NETWORKING IN A DIGITAL AGE

Using Technology in the Job Search

Because almost all jobseekers are using technology today in conducting their job search, it is important to remember proper “netiquette.” Many jobseekers use the internet to identify potential employers and apply for jobs, but now many more employers are using social media to recruit for their organization. According to a recent report from a recruiting website, over 80% of employers are using social media in their recruiting practices so you want to be sure your digital image is updated and the information about you is accurate.

Employers and Social Media Sites

In the 20th century, employers mainly had to rely on the “paper information” you presented about yourself, such as resumes, cover letters, transcripts, etc. Employers did not really get a chance to know who you were until either they spoke with you over the phone or when they met you during an interview. Today, employers have many more resources at their disposal to learn more about you. Websites like Facebook, Google, LinkedIn, etc. can often provide information which will have a significant impact on the impression an employer has about a potential candidate. When applying for jobs, protect yourself and avoid revealing too much personal information. If you are not sure about what should be seen, consider using the “Grandma Rule” – would you want your grandmother to see your online profile?

REFINING YOUR DIGITAL IMAGE

Your Online Digital Trail – Where does it go?

It is recommended that you do a Google search on your name every 3-6 months just to see what results come up. Are you satisfied with the results? Are you confident prospective employers will see your results favorably? Take these steps to be sure your Google search turns up the information you want to see.

1. **Clean up digital dirt.** Remove any photos, Facebook photo tags, content and links that can work against you in an employer’s eyes.

2. **Keep your thoughts to yourself.** Avoid writing negative comments about co-workers anywhere on the Internet (i.e., blogs, comment sections, etc.). This only makes employers question how you will act as a potential employee. Keep the content you post focused on positive things.

3. **Be selective about whom you accept as friends.** Don’t forget others can see your friends when they search for you. Change your privacy settings or better yet, temporarily shut down your account. Just like with everything else that is available online, you want to be sure you have some control or an idea of what others are seeing about you.

THE POWER OF SOCIAL NETWORKING

LinkedIn has become a powerful tool in helping professionals connect both virtually and face-to-face. Currently, LinkedIn has over 500 million members and it is the world’s largest professional network on the Internet. As a student, you can utilize LinkedIn to...

- Build your professional network
- Connect to alumni and other public health professionals
- Learn and keep up to date about current trends

In addition, LinkedIn can allow you to passively job search. More and more recruiters are searching LinkedIn profiles to find qualified applicants to fill positions. It is very important to make sure your LinkedIn profile is complete with information from your resume. Details like your education, work history and skills will help to enhance your online reputation.

PROPER “NET”IQUETTE

- Use smart, professional subject lines in emails
- “Think Before You Hit the Send Button”
- Do not use inappropriate email addresses – @jhu.edu and Gmail email address is fine
- Don’t mass-email your resume. Generally, unsolicited resumes do not get read. Experts say that only two out of every 100 unsolicited resumes are read
- Send the resume to a specific person with a cover letter type of message in the body of the email indicating your intent to follow-up
- Follow-up by phone or email for each resume you send
- If you’re concerned about the visual quality of a resume you are sending by email, consider converting your document into a PDF

http://www.jhsph.edu/careers

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