

WORKFORCE NEWS

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SOCIAL MEDIA IN THE JOB MARKET

95% of teens (13-17) now have their own smart phone or access to one with 45% reporting they are online on a near-constant basis. The three apps most used by teens are YouTube, SnapChat, and Instagram. With so much online usage teens should be reminded regularly of safety concerns. There is another consequence, however, that they should be aware of. Teenagers might not stop to realize that data they are sharing now could eventually be dug up by a potential employer, and depending on the content, could prevent them from getting hired. Employers do check social media and run Google searches on potential candidates. Privacy settings are not always fail-safe in preventing outsiders from reading shared data. Platforms such as SnapChat may show information temporarily, but it's still very easy for someone to take a screen shot and share it or hold onto it forever. Despite these warnings, it is not necessary to avoid using social media altogether because it can be used to wow a potential employer. Posting articles relating to hobbies and passions or sharing attended events can show knowledge and community involvement. By avoiding social media, employers might think there is

something to hide or nothing to show for. Let's teach teens (and remind ourselves) that using social media can be a good thing and can even help with future endeavors if it's being used appropriately.

Some examples of social media content that could dismiss a job candidate include:

- Provocative or inappropriate photographs, videos, or information
- Information about drinking, especially underage, or drug use
- Discriminatory comments
- Linkage to criminal behavior
- Lying about qualifications
- Having poor communication skills
- Bad-mouthing their previous company or fellow employee
- Unprofessional screen name
- Sharing confidential information from previous employers
- Lying about an absence

CONTACT US

Feedback is welcome! What topics would you like to see covered in the future?

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