

Is your Facebook profile appealing or repellent to an employer?

By now we are probably all quite familiar with the statistics: 91% of employers use social media to assess candidates; 69% have rejected candidates based on what they've seen on Facebook, but 68% have hired candidates.

So, most of them are looking at your profile. The obvious answer is to change your privacy settings so random people can't see very much of your profile at all...just in case. However, that can work against you these days; employers expect you to have a strong online presence. They want to be able to google you and get some insight into who you really are, not just the professional that is carefully presented on LinkedIn.

And don't forget almost as many hire as reject based on what they see, which means you could be missing out if you make your profile entirely private. So what are they looking for and what's putting them off?

Top 7 appealing factors demonstrated by your Facebook profile:

1. You enjoy being in a group and your personality would fit their organisation
2. You are creative
3. Your profile supports the professional qualifications you have stated you have
4. Good references have been posted on your profile
5. You are well-rounded
6. You have good communication skills
7. You have received awards and accolades

Top 7 repellent factors demonstrated by your Facebook profile:

1. You have lied about your qualifications
2. You have posted inappropriate comments or photos
3. You have said negative things about a previous employer
4. Your communication skills are poor
5. There is content about your taking drugs or drinking
6. You have posted discriminatory comments
7. You have shared confidential information from a previous employer

We can't get away from the fact that social media is growing as a tool in the hiring process, so don't ignore it, use it to your advantage. *(Abintegro 09 Mar 2016)*