Social Media’s Effect on Employment

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Social Media has become a big part of everyone’s lives from young children to older adults. No matter what peoples ages most people have a social media account on some site. However, the question is do social media and our online identity affect our chances at employment? The simple answer is yes social media can affect employment and a good or bad way. Is the answer to combat this to not have social media at all or to just be careful of what you disclose to the public? Social media has good qualities to it, and we just need to work on what is the right and wrong thing to disclose to the word.

First, we need to discuss the good that social media can bring to people’s lives. One of the major benefits that social media brings to people’s social lives is that they can keep in touch with people. This is true with family and friends that have moved away or have always lived far away. Also, with social media gives people the ability to share a part of their lives with others. However, with that comes responsibilities. As Susan Kihn talks about sharing too much online. She talks about not sharing too much online because it can be used against you in the future. Also, it is important to know how to present yourself on social media. It is important to know what is appropriate behavior (Kihn). Everything that people post online to social media sites can be used in the decision of employment by an employer.

One theory that some people have is that if they do not have any social media accounts then they will not be affected and that they are all good. This, is in, fact incorrect and the total opposite. According to Kerry Hannon, people are more likely to not get an interview if they do not have any social media accounts or an online identity. To be exact 2 out of 5 employers will not give a person an interview if they do not have any social media accounts (Hannon). The reasoning behind this is that an employer believes that if a potential employee is “invisible” online than they are not technological up to date with the new technology. Also, employers like to be able to view who you are as a person when you are in your off time(Hannon). With social media being an important thing not just in people’s personal lives it is important to know how to protect yourself and your job. Kathi Warn agrees with the idea of having some of your social life public so potential employers can contact you.

There are a few tips that people can follow so, that they do not end up getting in trouble with their employer and they can gain employment in the first place. First, you need to be aware of your digital identity. This can be very complicated when you have multiple social media accounts and have been on social media for a long time. However, it is important to know what you are posting and how it can affect your employment. For example; if you have a lot of pictures of you doing out partying and drinking than you will more than likely not get the job, or lose he job eventually. Next, you need to scrub your social media pages. This is very similar to the first point because you need to know what is on your social media and you need to make sure that it is appropriate. When you are about to apply for a job it is important that you go through your social media account and check to see if there is anything inappropriate on your pages. It is important to make sure that everything is appropriate on your page you also need to make sure that your friends do not post anything inappropriate of you as well. When searching your account and name on social media your employer will be able to see everything that you are tagged in with your friends. So, it is important that your friends know the importance that social media can play when gaining employment.

In conclusion, social media has become extremely important when it comes to people lives and the majority of people in the world have social media. With the rise of social media, it has come to be important when people are trying to gain employment. Employers will look at everything and every social media profile has when they are looking to schedule interviews and continue after receiving employment. Also, it is important to rely on that employers do like that their potential employees have social media accounts. The reasoning is to show that they are up to date with the new technology that is upgrading every day. You cannot be invisible on social media because it is just as bad as posting inappropriate pictures on social media.

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