



# Social Media and the Search Process

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# Welcome to the Buffalo Club



Thank you to the planning committee



Feel free to ask questions during our session



I will be happy to follow up any email inquiry



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My phone number is 518.852.0986

## How I developed this topic...

A year or so ago, we at GSI conducted a GM/COO search for a Platinum Level Club in a well-known metropolitan area. There was a tremendous amount of interest in this position, as this was a very desirable club opportunity.

A very respected senior GM/COO candidate went through the evaluation process and was considered a front-runner to be invited to interview.

A search committee member proactively performed a social media check on this candidate and found a questionable post which raised concern.

Because of this questionable post, interest in the candidate was withdrawn.

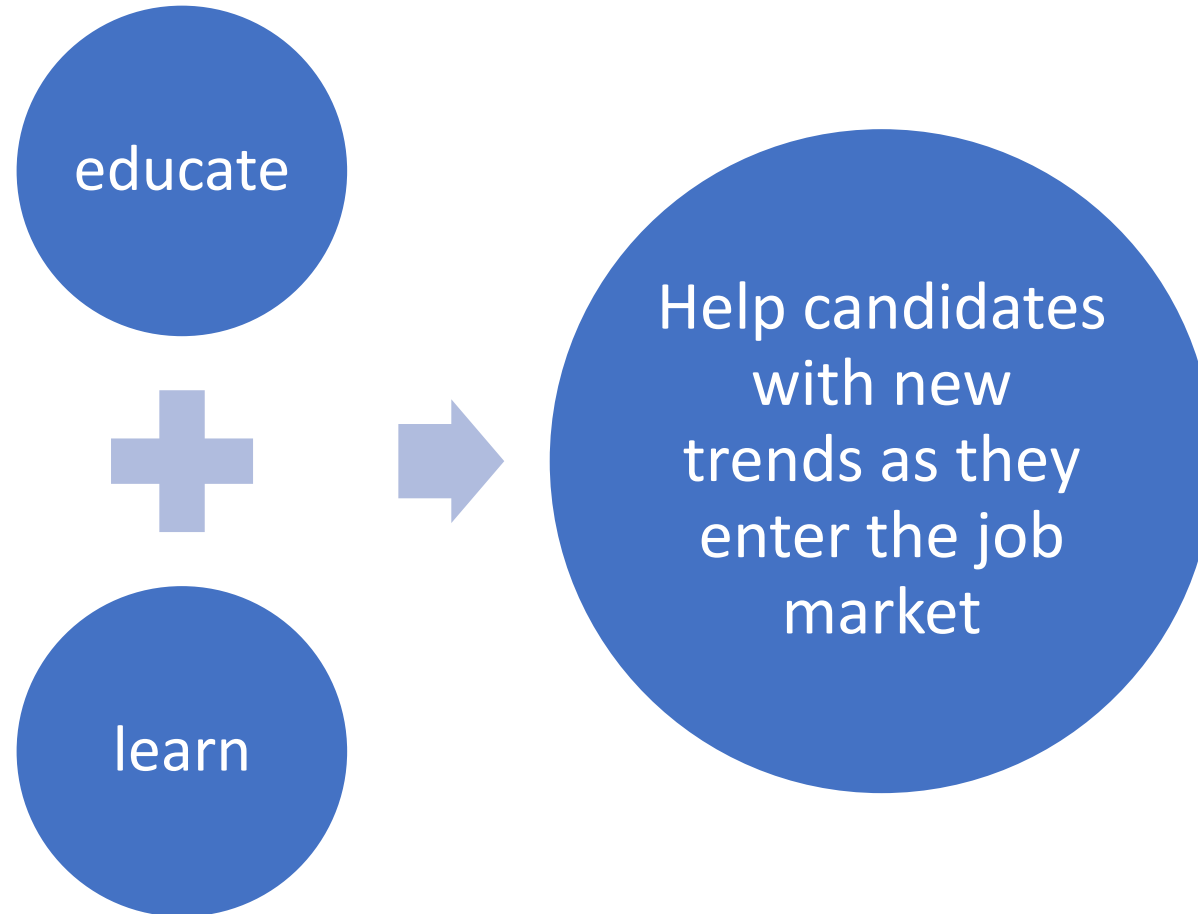
How I  
developed this  
topic  
(continued)

Both the candidate and I were caught by surprise by this incident.

I have known this individual for over 20 years and his integrity and professionalism have never been in question. To this day, this person is still a highly respected member of CMAA.

In my opinion, due to **the perception of the post** the club client lost a wonderful manager who would have led the club honorably for many years to come.

So – I wanted to make sure this did not happen again





# SOCIAL MEDIA AS A GENERAL TOPIC

## The 10 Biggest Social Media Mistakes You Can Make During Your Job Search

1. Not setting your profile to private...
2. Inappropriate photos. Easiest step: **make all of** your photos private...
3. Discrimination...
4. Bad-mouthing your current employer...
5. Making political or religious posts...
6. Posting during **work** hours...
7. Being a **social media** ghost...
8. Friending your interviewers...
9. Outdated resume online
10. Not being proactive in managing your online presence...

# 1. NOT SETTING YOUR PROFILE TO PRIVATE

## **You didn't set your profile to private**

- Most employers have a social media policy that recommends setting profiles to private. Sometimes comments can be taken out of context, or photos can be tagged to include you without your knowledge.
- To be safe, adding this extra layer of protection can help you separate what is personal and what is private.
- Keep in mind that even things marked private can get out there! Facebook, for instance, has settings that enable you to control whether acquaintances (friends of friends) can see your photos and other content. To err on the side of caution, limit your Facebook settings so that only you and your friends can see your information.
- In today's social media age, recruiters have added an extra layer of screening to the hiring process, and those actively applying for jobs should be aware of this practice. Knowing that clubs are more than likely keeping tabs on candidates, be sure to maintain your online presence as you would your interview attire: clean and wrinkle-free.



## 2. INAPPROPRIATE PHOTOS

EASY: Make all of your photos private.

HARDER: Go through and take down any pictures of you partying, or wielding a gun, or wearing an offensive t-shirt, or making an obscene gesture, etc.

Sit down with your profile and try to view it as if you were a very conservative professional recruiter OR a search committee member. If you cringe, take it down.

If it's even just *iffy*, take it down.



### 3. DISCRIMINATION

No matter what your personal views may be...

**NEVER**, ever *ever* post things that discriminate against any person or group on the basis of sex, gender, color, religion, etc., etc. No one will hire you if they think you're a bigot.



## 4. BAD MOUTHING YOUR EMPLOYER

*“Ugh work today sucks #fml”* (or equivalent).

If a recruiter or search committee member sees you complaining about your club, your coworkers or your members, forget about it...

Save those complaints for happy hour with your out-of-work friends.



## 5. MAKING POLITICAL OR RELIGIOUS POSTS

In today's social climate, it is critical you remain neutral in both religious and political conversations. Should you feel compelled to share your personal views, do so in a private and personal forum.



## 6. NEVER POST DURING WORK HOURS

This might seem nit-picky, but recruiters might look at the time stamps of your posts. If you're posting during work hours, they'll take note. Stick to after-hours and weekends for your social media sharing.

## 7. BEING A SOCIAL MEDIA GHOST

### ***Being a "missing person"!***

- Lack of visibility: "I am protecting my privacy." But are you really *invisible* in Google and LinkedIn search results?
- Being invisible doesn't protect your privacy. Google your name ("Defensive Googling"), and you will see that you are not really invisible.



## 8. DON'T FRIEND MEMBERS OF THE SEARCH COMMITTEE OR CLUB

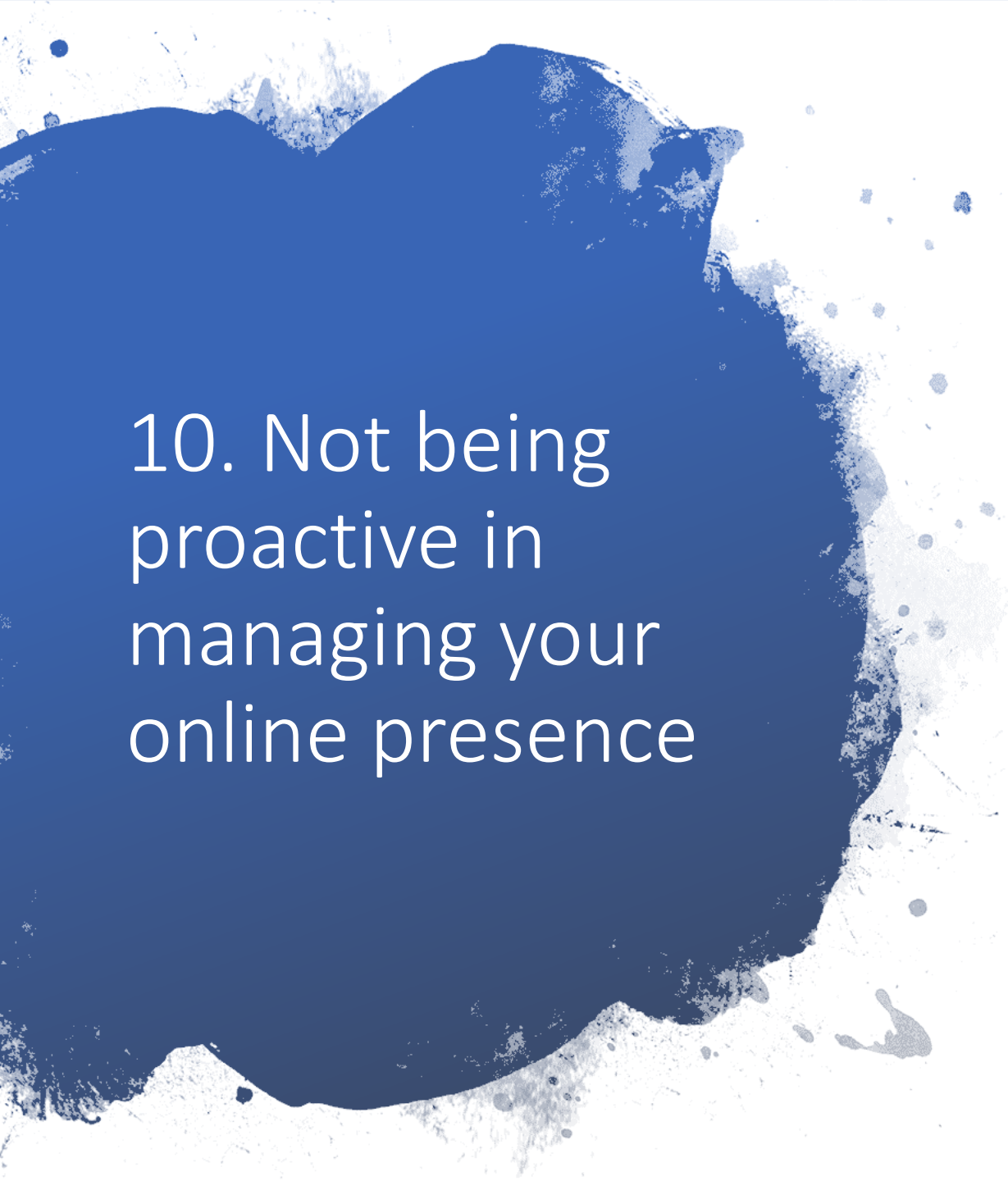
Just because your interviewer is being super friendly and you have tons in common, resist the temptation to follow or friend them. This crosses unwritten boundaries and can make people super uncomfortable. Wait until you get the job.



## 9. OUTDATED RESUME

### **Your online resume is ancient**

- Online career profiles such as LinkedIn help showcase your resume. They also usually appear in top search results associated with your name, especially when searched with other key words such as your occupation or past work experience.
- Make sure everything is current. Not only will this help highlight and evidence your professional skills, it'll help bury any historical data that is old and out of date.



10. Not being  
proactive in  
managing your  
online presence

DISCUSSION POINT



# Best Practice ALERT

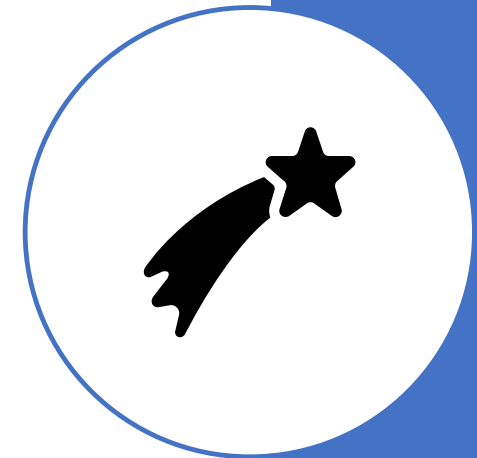
**NEVER miss an opportunity to make a great impression on a potential employer.**

According to a recent Microsoft study,

"In the United States, 86% of human resources professionals surveyed stated that a positive online reputation influences the candidate's application to some extent; almost half stated that it does so *to a great extent.*"

So, a well-done LinkedIn profile makes a positive impression on recruiters and search committee members. It's also an opportunity for personal marketing—a live version of your resume, but much more impressive because it can be more complete and provide employers with a portfolio of your work.

Yes, people can blow opportunities by publishing dumb stuff, particularly photos of themselves drinking, smoking pot or doing something illegal. But, as we have seen, more often *a good social media presence and solid profile have had a positive impact on club management candidates getting hired.*

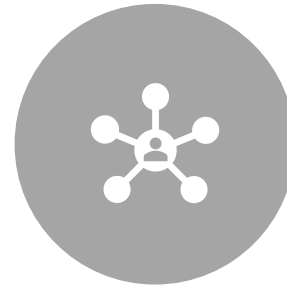


# Being Invisible – a defensive approach

## DISCUSSION POINT – GOOD or BAD



***Being a "missing person"!***



When I discuss lack of visibility with candidates, a common response is, "I am protecting my privacy."

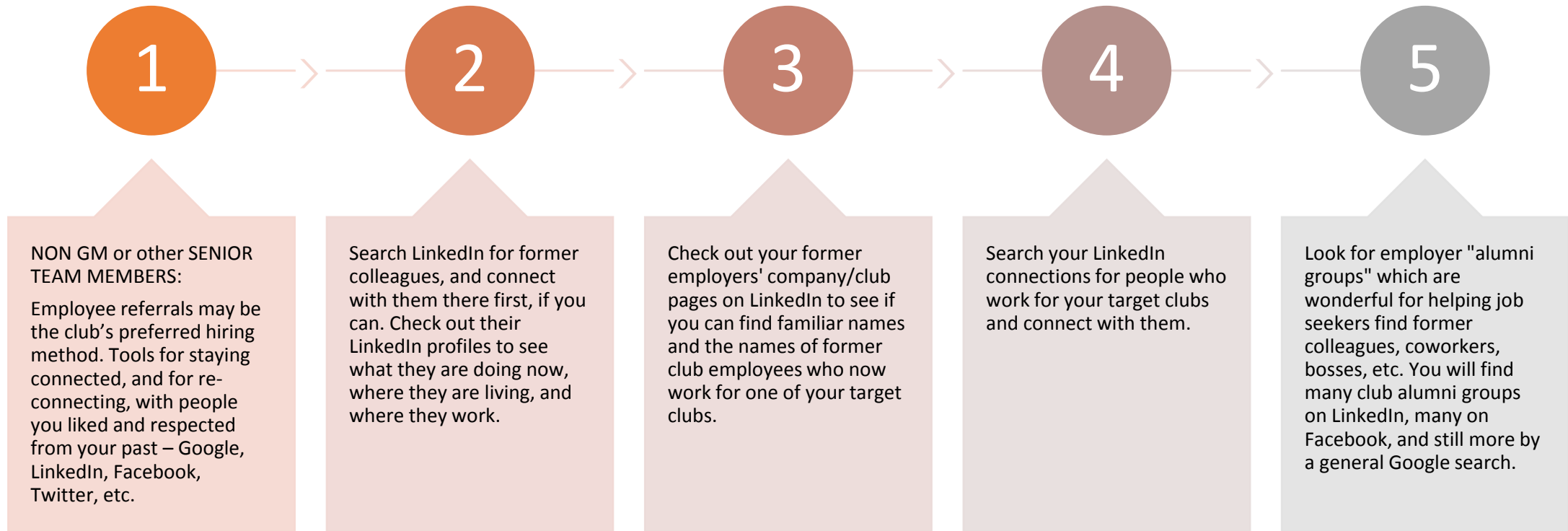


Being invisible doesn't protect your privacy. ("Defensive Googling")



**DO YOU THINK ZERO PRESENCE IS A GOOD STRATEGY?**

# TIPS on SOCIAL NETWORKING





## *Having a poor LinkedIn Profile*

LinkedIn offers people with jobs – and also job seekers – wonderful opportunities to network. For someone who is employed, they may be more effective in their jobs as a result of the connections they make, the visibility they have, and the information they learn through LinkedIn.

# BEST PRACTICE ALERT – USE THE LinkedIn Profile Tool

Use the LinkedIn Profile tool to assist you in the proper development of your profile

To edit sections on your profile:

Click the **Me** icon at the top of your LinkedIn homepage.

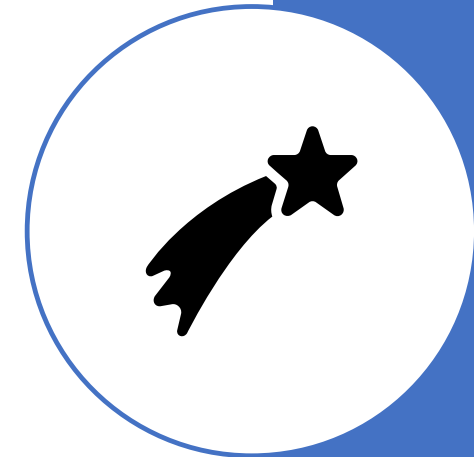
Click **View Profile**.

Scroll down to the section you'd like to update, such as your introduction card, experience section or skills and endorsements.

Click the **Edit** icon to the right of the section you'd like to make changes to.

Make changes in the fields provided.

Click **Save**.



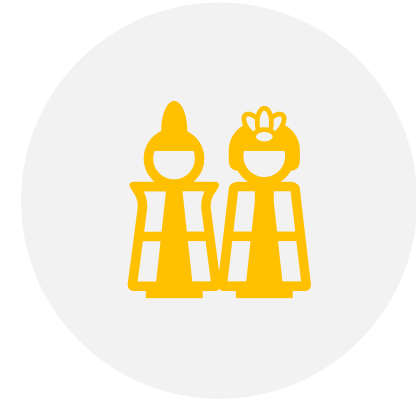
# Discussion Topic



YOU ALREADY KNOW THAT YOUR SOCIAL MEDIA PAGES NEED TO BE FREE OF ANY INCRIMINATING ACTIVITY.



IN FACT, NEARLY ONE IN FIVE EMPLOYERS HAVE TURNED DOWN A CANDIDATE BECAUSE OF SOCIAL MEDIA, ACCORDING TO A REPORT BY A U.S.-BASED MARKET RESEARCH COMPANY, WHICH SURVEYED MORE THAN 2,000 BUSINESS DECISION MAKERS.



47% OF RECRUITERS FROWN ON PARTY PHOTOS, AND 71% JUST SAY NO TO DRUG REFERENCES —BUT THE SURVEY REVEALED SOME MORE SURPRISING MISTAKES WE ALL MIGHT BE MAKING WITH OUR SOCIAL PROFILES.

# OTHER COMMON MISTAKES ...



Spelling mistakes and  
grammar errors



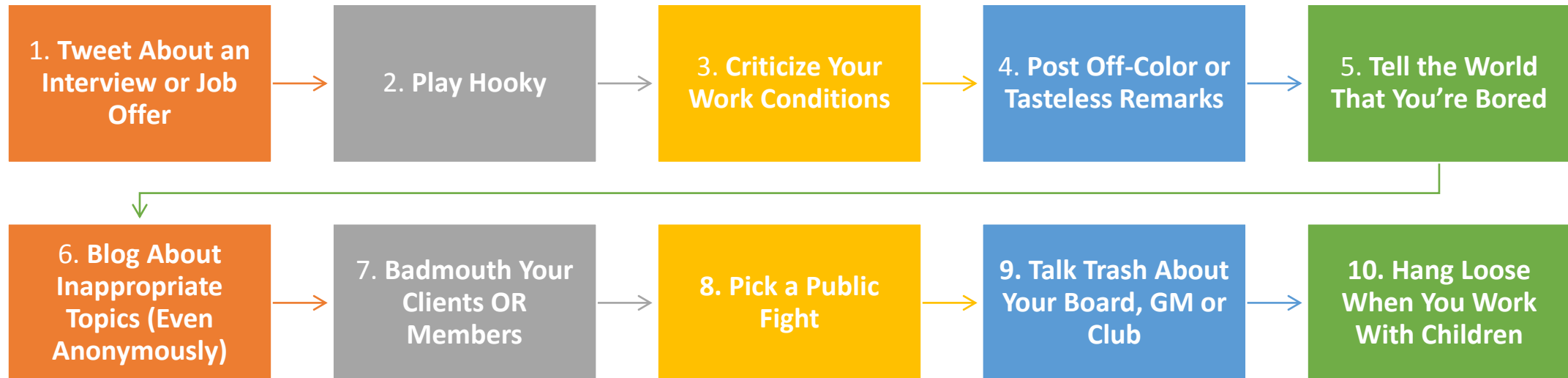
Cursing is bad. Really  
bad



Posting too many  
selfies

# FACEBOOK and TWITTER MISTAKES (SIMILAR BUT STILL BAD)

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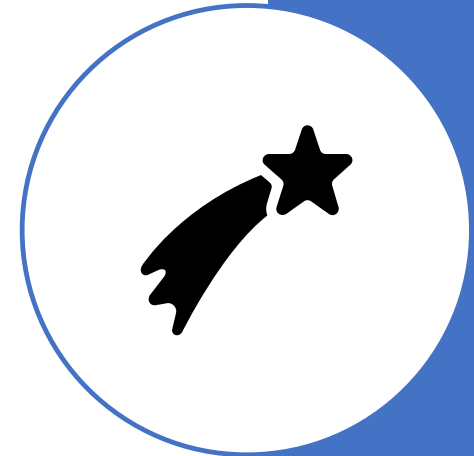




# BEST PRACTICE ALERT – SELF AUDIT

## Have you failed to self-audit

- It's important to spend an hour or more researching yourself before you apply for a job. We've all Googled our own names before. What search results are associated with you?
- Put yourself in the shoes of a hiring manager and decide what bits of information help or harm you. Once you've identified any negative bits of information, see if it's possible to log in to old social media accounts and remove the damning evidence.



# MORE TWITTER MISTAKES

- 1. Negative communication.**
- 2. Controversial topics.**
- 3. Too much personal information.**
- 4. Old rants and other inappropriate tweets**

COMMON TOPICS ... COMMON THEMES IN ALL SOCIAL  
MEDIA

# NEW TRENDS IN SOCIAL MEDIA

## Growing influence of Social Media on Commerce

It's no secret that social media is the primary way that individuals consume media, interact with brands, seek recommendations and ask for help. Increasingly, it's also where consumers are making buying decisions. A recent study by Curalate found that [76% of US consumers](#) have bought an item they saw in a brand's social post and 40% are actively deciding what to buy based on what they have seen on social media platforms, including reviews and recommendations.



# Social Media Job Search Trends - 2019

42% of employers state that there is talent shortage and it's hard to find the perfect candidate they really need.

1. Impact of Artificial Intelligence
2. Personal Branding
3. Flexible working conditions - 55% of candidates claim they are more willing to accept the job offer with a lower salary but with more social benefits
4. Importance of personality
5. Recruitment turned digital
6. New skills matter-continued professional development
7. Employer branding - 75% of job seekers research a company on social media to check the reputation and a brand

# THANK YOU

- Open Discussion
  - Q + A

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