

Over a third of people have job applications turned DOWN because of their social media profiles

Facebook, Twitter, Instagram and LinkedIn posts are often checked by employers prior to interviews



A Google search will tell a recruiter more than a CV can

According to a new study, 36 per cent of prospective job candidates have their applications rejected after their social profiles are checked by employers. In addition, over half (**56 per cent**) of recruiters admitted that an applicant's online reputation has an influence over whether they are hired or not.

Googling prospective employees during the hiring process is a common practice, the study by employment website Monster.co.uk found.

However, job hunters are largely aware of being conscious about how their social media accounts look to employers, with millennials – **people in their 20's or early 30's** – being the most concerned about their social media impact.

67 per cent of respondents admitted they would themselves turn down a candidate before interviews start if they were concerned about their online activity and so as a result 20 per cent said they are very careful about their online reputation.

However, it is a two-way street as research found 28 per cent of potential employees say they have been influenced by what they have read about a future employer online.

Monster.co.uk's Managing Director, Andy Sumner, said:

"More and more employees and employers are looking for a good cultural fit, so often a Google search will tell a recruiter more than a CV can.

"Candidates should think about what they use each channel for – whether personal or professional – to build a profile for themselves.

"The same applies to employers. The external employer brand of a business is really significant when attracting talent – so recruiters should think of the image they are projecting as an organisation."

"Many focus on the potential negatives of social media when it comes to job applications.

"While it's important to manage your profile and think about privacy settings, social media can also be a really powerful tool to build a personal brand and make a candidate really attractive to an employer."

Those of you that use LinkedIn will know that there is a constant debate about how the platform should be used. Some posts are seen by many as inappropriate and there are plenty of people that comment on posts with remarks like **'this belongs on Facebook'**.

Some people publish controversial posts to deliberately **attract high volumes of comments, known as 'click bait'** these posts are designed to get the individual noticed. Beware, the thought that there is ***no such thing as bad***

publicity doesn't apply when you are looking for your next role.

In our experience plenty of employers check a candidates' profile so that they can ask relevant questions at interview. However, if prospective candidates publish offensive or aggressive posts, there is a good chance that they will be disadvantaged when, or even if, they get to interview stage.

We should all be aware that anything that we do on the Internet should be considered to be in the public domain!