

Facebook Use To Be & Still Is About...

- Maintain Friendships & Keep in Touch with Friends
- Keep Families Closer Together
- Share Photographs
- Update Latest and Greatest – Make Announcements



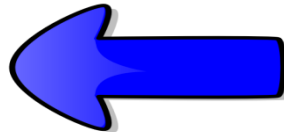
But Facebook is Now Also Used as...

- A Prediction of Performance
- A Means to Analyze Personality Traits
- A Way to Determine if a Person is Interviewed or Not Interviewed
- A Method of Conducting Background Checks

The **primary concern of more than 80% of employers** was finding workers with a good work ethic, **appropriate social behavior**, who are reliable, and have a good attitude.

Higher-Order Thinking Skills:

- Problem Solving
- Strategic Skills
- Creative
- Decision Making



Affective Skills & Traits:

- Responsible
- Conscientious
- Self-Management
- Integrity
- Common Sense

Potential employers are not judging or as concerned about what you are doing in photos posted on Facebook but **are concerned with the logic in posting them on Facebook.**

Why would you put an inappropriate photo on Facebook?

Can lead to a conclusion that you do not possess such higher-order or affective skills.

Use Facebook to Your Advantage...

- Consider it as a Marketing and Public Relations Tool to Establish Your Reputation
- Consider it as an Extension of Your Resume
- Provide Indications of Future Goals and Aspirations
- Pictures of Volunteerism, Working in Teams, Participation in Student Organizations
- Announcements of Awards and Recognitions
- Plans for the Future

**Be Remembered for Your Work Ethic, Integrity, and Common Sense
Not Something Posted on Facebook**

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