

How/why did this become such a big deal?

1. Social communications paradigm change
2. Online disinhibition
3. Mediated public
4. Conflicting attitudes
5. Demographics

1 Social Communications Paradigm Change

Public Life

Private Life

1 Social Communications Paradigm Change

Public Life

Private Life

#2 Online disinhibition

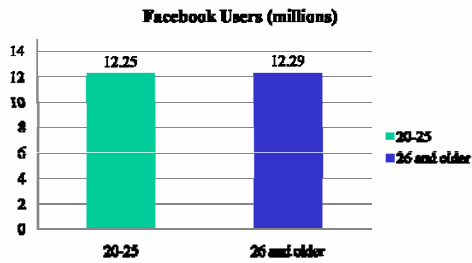
#3 Mediated Public

- Persistence
- Searchability
- Replicability
- Invisible Audiences

4 Conflicting Attitudes



#5 Demographics



Facebook.com
October 2008

Are you managing your “virtual you”?

What is your online persona?
Overexposure vs. underexposure

Are you managing your “virtual you”?

Understanding your Google profile
Enhancing your online persona

Recruiters’ Perspective

Recruiters are using social networking sites to
find candidates AND pre-screen candidates.

Why and how are they doing this?

Quotes

“Social networking technology is absolutely the best thing to happen
to recruiting –ever”

Maureen Crawford-Hentz, Osram Sylvania

“It’s an essential part of how recruiting firms, as well as internal
recruiting departments in companies, search for people,” Mr.
Challenger said. “Virtually every recruiting firm today is using the
social networks such as LinkedIn, Facebook and Plaxo as a
recruiting ground.”

John Challenger, the CEO of Challenger,
Gray & Christmas Inc.

When a small consulting company in Chicago was looking to hire a
summer intern this month, the company’s president went online to
check on a promising candidate who had just graduated from the
University of Illinois.

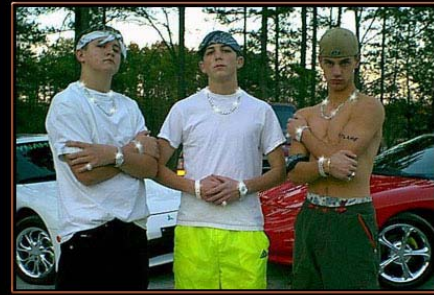
At Facebook, a popular social networking site, the executive found the
candidate’s Web page with this description of his interests: “smokin’
blunts” (cigars hollowed out and stuffed with marijuana), shooting
people and obsessive sex, all described in vivid slang.
It did not matter that the student was clearly posturing. He was done.

“A lot of it makes me think, what kind of judgment does this person
have?” said the company’s president, Brad Karsh. . .

New York Times
June 11, 2006

Closing Recommendations

- Think about perceptions
- Use social networking to your advantage
- Start making transition from student to professional



INTERNET

IT DOESN'T MAKE YOU STUPID, IT JUST MAKES
YOUR STUPIDITY MORE ACCESSIBLE TO OTHERS.