The Pre-Interview Evaluation

Your online activities can affect how potential employers view you as a job candidate. How would your current online presence fare under the scrutiny of a hiring manager?

Pick a social-media site or app that you use often. Look through your posts on that site and pick three that a prospective employer might find displeasing or controversial. This can include pictures you’ve shared or posts you’ve been tagged in by friends. Be sure to check old posts, to see what you said months or years ago.

Now briefly answer the following questions about each of the three posts you picked.

Post 1

1.1) What is the post about, or what’s happening in it?

1.2) Who was the target audience, that you had in mind when you made the post?

1.3) Who is currently actually able to view this post, according to your privacy settings?

1.4) What do you think the people in your target audience thought when they saw this post?
1.5) What might a potential employer think if they saw this post?

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**Post 2**

2.1) What is the post about, or what’s happening in it?

2.2) Who was the target audience, that you had in mind when you made the post?

2.3) Who is currently actually able to view this post, according to your privacy settings?

2.4) What do you think the people in your target audience thought when they saw this post?

2.5) What might a potential employer think if they saw this post?
Post 3

3.1) What is the post about, or what’s happening in it?

3.2) Who was the target audience, that you had in mind when you made the post?

3.3) Who is currently actually able to view this post, according to your privacy settings?

3.4) What do you think the people in your target audience thought when they saw this post?

3.5) What might a potential employer think if they saw this post?

All Posts

Considering all three posts together, answer the following questions.

4.1) Assume that the employer is very strict about professional image. Would these posts affect your chances of getting hired by that type of manager? Why or why not?
4.2) Are there any potential employers who might see these posts as positive? Who? Are such employers common?

Wrap-Up

5.1) Did you change your default privacy settings on your chosen social-media site or app, or take any other action, as a result of this activity? Why or why not?

5.2) From now on, what new factors might you consider before posting on social media?