I am Who on the Internet?

A part of Who Am I On the Internet?
a NMRT President’s Program

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http://faculty.msmc.edu/garofalo/nyla/nov6_2010.pdf
Well, as your resume and work samples show, you're clearly a very good writer. Thank you. And as your profanity-laced Facebook page laced with show, you're clearly psychotic.
"On the Internet, nobody knows you're a dog."
"On Facebook, 273 people know I'm a dog. The rest can only see my limited profile."
Who searches?

- Prospective employers
- Current employers
- Colleagues
- Family
- Friends
Why do they search?

• Background check
• Routine update
NY Bar says lawyers may use social media for dirt

ALBANY – The New York Bar Association said Friday it’s ethical for lawyers to comb social networking websites to collect damaging information on opposing parties in lawsuits.

The 77,000-member association said the explosion in the use of networks such as Facebook and MySpace raises new legal questions about privacy rights. This is the first interpretation of how New York’s Rules of Professional Conduct for lawyers applies.

The group’s Committee on Professional Ethics concluded that attorneys in litigation can access the public pages of another party’s site to get information about that person, as long as it’s accessible to all members of the network. The panel cited a 2009 Philadelphia Bar Association opinion that lawyers can’t use deception to get accepted onto someone’s private contact list to get otherwise private information.
Is it legal?

✓ YES
✓ Not covered by the FCRA
  – Employer is conducting searches
  – No legal obligation to inform you of the search
What do they expect?

When the cyberdream meets reality
OMG I HATE MY JOB!! My boss is a total pervy wanker always making me do shit just to ✋ me off!! WANKER!

Yesterday at 18:03 · Comment · Like

Hi [name], i guess you forgot about adding me on here?
Firstly, don't flatter yourself. Secondly, you've worked here 5 months and didn't work out that i'm gay? I know i don't prance around the office like a queen, but it's not exactly a secret.
Thirdly, that 'shit' stuff is called your 'job', you know, what i pay you to do. But the fact that you seem able to ✋ up the simplest of tasks might contribute to how you feel about it.
And lastly, you also seem to have forgotten that you have 2 weeks left on your 6 month trial period. Don't bother coming in tomorrow. I'll pop your P45 in the post, and you can come in whenever you like to pick up any stuff you've left here. And yes, i'm serious.

Yesterday at 22:53
Posting online messages requires careful thought

In today's Internet-driven world, there are so many ways to get connected and stay connected, from Facebook and Twitter to LinkedIn, YouTube and the many other social media sites that are constantly being developed or morphing into the next best thing.

There is no doubt that these sites can be a great networking and communication tool for any professional – not just the young ones. However, they can be a double-edged sword, more often than not for the young professional.

The lines between professional and personal become blurred, making it all too easy for potential clients, business partners and other important connections to have a look – often a distorted one – at your personal life.

The lines between professional and personal become blurred, making it all too easy for potential clients, business partners and other important connections to have a look – often a distorted one – at your personal life.

Be sure to keep your professional networks professional, blocking any potentially damaging photos or posts that you or one of your friends have posted.

Another piece of advice that I give to friends, colleagues and clients is to be positive, provide value and maintain a bias toward quality over quantity. No one wants to read Suzie’s constant complaints about life, especially her job, or Johnny’s announcement that he has just brushed his teeth. Provide value to your networks by sharing events, advice, and opportunities; create groups and organizations; and be positive.

If you are a “Negative Nelly,” it can leave a bad taste in other people’s mouths, including those with whom you could potentially do business, but you never know whose day you might make by posting an occasional inspirational quote or sharing your own successes.

Katrina Foster of Milford, Pa., is the president and founder of KKPR Marketing & Public Relations, an innovative boutique marketing and communications company. For more information, go to www.kkmpr.com.
The Scoop on “Cyber-Skeletons”

✓ 24% lied about qualifications

Source: CareerBuilder.com
✓ 24% linked to criminal behavior

Source: CareerBuilder.com
35% bad-mouthed their former employer

Source: CareerBuilder.com
✓ 53% posted provocative photos

Source: CareerBuilder.com
✅ 44% boasted about drinking/drug use

Source: CareerBuilder.com
✓ 29% showed poor communication skills

Source: CareerBuilder.com
26% made discriminatory comments

Source: CareerBuilder.com
20% shared confidential info from former employers

Source: CareerBuilder.com
8% used an unprofessional screen name

Source: CareerBuilder.com
✓ Google yourself—your employer or prospective employer will
Review your Facebook profile in depth
Transparency on social networks ≠ Transparency in your entire life
Pre-Job Search Internet Checklist

✓ Email addresses
✓ IM accounts
✓ Blogs
✓ Forum/lists/bbs posts
✓ Social networking sites
✓ Google
Verify

✓ email address and instant messenger screen name(s) should be professional
✓ Blog postings and comments
✓ Flickr, MySpace, FaceBook
Protect yourself

✓ Don’t post anything obnoxious, lewd or risque
✓ Don’t trash former employers
✓ Switch Facebook and MySpace profiles to **private**
✓ Edit what friends post on your wall—you will be held responsible
✓ Don’t write anything that could come back to haunt you
More protection….

✓ Avoid crazy and unprofessional email addresses
  – No iamahottie@yahoo.com
  – Or ihatetowork@aol.com
  – Or spicyhotmama@hotmail.com

✓ Google yourself or set-up a Google alert

✓ Ask friends to remove photos of you that are less-than-professional
Works Cited:


