

Career Advice

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Clean social media activity keeps your career on track



Posting on social media can be a great way to keep in touch with friends, but it poses a risk of exposing too much information to your employer or future employer. Being aware of the risks and benefits of using technology in your personal life will help ensure your career remains on the right path.

Q. Do employers really look at what I post on my social media sites?

A. Short answer: they might. Employers' attempts to control what employees post on social media websites may violate the employees' rights under some laws, but recent national surveys indicate that many employers continue to use social networking sites or search engines for searches related to employees. What this means for you: Be careful about what you post.

Q. Can't I just delete content later?

A. Because so much electronic information can be archived nowadays — social media sites offer easy "sharing" options, anyone can use their personal devices to take screenshots of what you post, etc. — it's important to be mindful of what you're posting. Only say or share things online that you would be comfortable saying or sharing with your boss and colleagues in person. We live in a society where we are all connected — especially here in Hawaii — and your posts can circulate to people you may not have intended to reach.

Q. Am I at a disadvantage then, if I continue to post on my social media account?

A. You actually can use social media to enhance your personal brand. Make sure what you post publicly is a good representation of who you are. Double check your privacy settings on your accounts, and even after doing this, remember that "social media" was born out of the concept of sharing information with each other.

Q. What else should I keep in mind in regards to social media?

A. Use caution. Accessing social media sites during work may violate your employer's policies about non-work activity or use of a company device.



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