



# Mortar Board

*Scholars...Chosen for Leadership...United to Serve*

## COLLEGIATE NEWS

### **Online profiles both help and hurt your career search**

While blogging and joining social networks can be beneficial to your job search, these activities can also be drastically harmful. Sharing your information online serves as a far-reaching extension of your cover letter or resume – and at some point, you will be held accountable for the content, good or bad.

More and more employers are using search engines and/or social networking sites to screen prospective employees. Many of these Web-savvy recruiters have been shocked by the deal-breaking information they have found on these candidates, quickly nixing them from the applicant pool. Research yourself and Google your name, making a list of any “digital dirt” you may need to clean up in your profiles or privacy settings.

A general question when posting any information online is: “Would I want parents/police/strangers/mentors to see this?” If not, then you probably shouldn’t be posting it for the world to see.

#### **Here are some definite DON'TS for your e-profile:**

- DON'T use offensive language
- DON'T appear in/post indecent pictures
- DON'T refer to criminal activity
- DON'T link to unsuitable Web sites
- DON'T use silly, childish e-mail addresses
- DON'T falsify or post misleading information

Internet use isn't always negative. By blogging about career goals, showcasing responsibility and letting your professionalism shine you can use your blog, Facebook profile or MySpace account to your advantage. With a positive e-profile, you may be more likely to land your dream job.

#### **Here are some things to DO to be sure you are seen in the best online light:**

- DO proofread your blog or profile for grammatical accuracy
- DO post useful, correct information
- DO change your picture to a headshot, such as a class or business photo
- DO list your job history and relevant experience
- DO list hobbies, extra-curricular activities or organizations you are involved in that could be helpful to the job search

A first impression can often be a last impression, even if it happens online. People are often overlooked as candidates and after employment, may even be fired for online content. Help yourself by putting your best face forward with a clean e-profile.

### **Profiles can lead to reprimand**

Social networking isn't just potentially damaging to your future career. Inappropriate postings on Facebook or MySpace have led to investigations by university administration and the police.

Students at multiple universities were punished for underage drinking and a violation of school alcohol policies after pictures of them drinking alcoholic beverages in dorms were posted on a social networking site

- Students who posted class information without authorization from the professor on a message board were investigated for violation of the school's honor code
- University students were investigated before the school's judicial affairs office after creating a Facebook group entitled “Clearly [instructor's first name] doesn't know what she's doing ever” featuring derogatory and personal attacks aimed at the instructor
- Supermarket employees were fired as a result of posts they made in a group related to the supermarket
- High school students were suspended after posting comments about their principal on Facebook
- Facebook was used to track down a hit-and-run suspect and connect the suspect to the crime

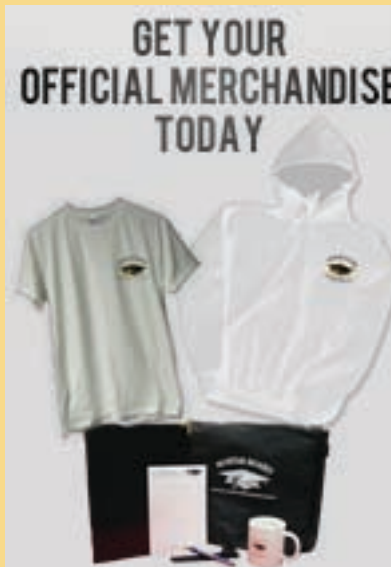
### **Find your job with Mortar Board**

In conjunction with JobTarget, Mortar Board has launched the Mortar Board Career Center, a search engine for all members, both collegiate and alumni. Mortar Board members are able to search for a variety of jobs, both nationally and locally. National employers will have the ability to post positions and exclusively recruit Mortar Board members. Anonymous resumes can be posted and easily searched and seen by potential employers. Start searching today at [www.mortarboard.org](http://www.mortarboard.org).



### **Don't forget about your lifelong benefits!**

All Mortar Board members are eligible to take advantage of Mortar Board's benefits throughout their lifetime of membership. Frequently check the Web site to see new and exciting benefits as they become available.



[www.mortarboard.org/merch](http://www.mortarboard.org/merch)

## ***Maintain your lifelong membership***

All initiates are considered members for a lifetime, and are welcome to become involved at a variety of levels. Large or small, there are many ways to stay a part of Mortar Board.

- Update your address every time you move to stay informed about Mortar Board for years to come.
- Lend a hand to a collegiate chapter by becoming an advisor or assisting with chapter projects and events.
- Start networking by joining the Career & Graduate School Network, where you can be put in touch with other Mortar Board members in your geographic region, career or field of study.
- Continue your involvement by joining an existing alumni chapter. To find out if there is one near you, check the list at [www.mortarboard.org/alumni/map.html](http://www.mortarboard.org/alumni/map.html).
- No alumni chapter near you? With close to 200,000 alumni living in cities all across the world, it is easy to get in touch with members near you to start a new alumni chapter. Inquire with the National Office for more information.

To let the National Office know if you are interested in these types of involvement or others, simply fill out the easy online form at [www.mortarboard.org/forms/alumni\\_update.php](http://www.mortarboard.org/forms/alumni_update.php).