

# ETHICS IN PRACTICE

## **SOCIAL MEDIA PRIVACY - AN OXYMORON?**

When Mark Zuckerberg and his fellow classmates created Facebook in 2004, they probably did not envision that it would become one of the most powerful data collection, behavioral analysis, and marketing tools ever created. While consumer opinions, purchases, affinities, and affiliations had been previously difficult if not impossible to track and monitor, Facebook created a platform through which consumers willingly -- and frequently -- offer this information at no cost whatsoever.

Under the assumption that they are sharing information with select friends and family, Facebook users are actually constructing a very complex and perhaps frighteningly specific profile for themselves that Facebook uses to develop demographic profiles in order to sell advertising. While Facebook does offer various levels of “privacy” settings for its users, no one is exempt from being targeted by ads, having their information sold, and having Facebook itself collect this information with no expressed usage intent.

Not only does Facebook data mine, but so do other powerful companies such as Google, Amazon, Microsoft, and other search engines and social media sites. There is more data collected every second than can be fully utilized or understood, but with evolving technology, companies have and will have access to tremendous insight about their individual consumers and their “private” lives. Consider these open-ended questions about internet privacy:

- Should someone have the right to use social media and opt out of having their information sold to third party vendors and/or having Facebook sell the right to allow advertisers to promote to them specifically?
- What potential legal implications are there for Facebook in keeping/deleting content uploaded to their website by users?
- If a user deletes content they originated on Facebook, does Facebook have an ethical obligation to permanently delete that information, too?
- What information do you consider “private”? What information would you not want a company to be able to know about you?

# NETWORKING ON LINKEDIN

## WHAT IS IT LINKEDIN?

LinkedIn is a social networking website geared toward companies and industry professionals looking to make new business contacts or keep in touch with previous co-workers, affiliates, and clients.

## TYPES OF PROFILES

1. **Résumé Clone:** Be careful not to just copy and paste your résumé. LinkedIn is a platform that allows you to share your experiences and skills as if you are telling a story. Therefore, it is appropriate to write about your professional experience and career achievements **in first person**.
2. **Impersonal:** When a LinkedIn profile is written in a way that's aloof and distant, a potential employer or client may have a hard time relating. More and more, people value connecting with a person - not an entity that seems untouchable.
3. **Underwhelmed:** Have you started your LinkedIn profile but never found the time to actually populate it with information? Unless your profile is a good and reasonably thorough representation of your skills and accomplishments, it's almost better to not have one!
4. **Accomplished:** Having others vouch for your skills and personality can really be powerful in helping you stand out. Ask past and current coworkers, clients, and supervisors to write recommendations about your past and present work experience.

## JOINING GROUPS

Groups are platforms through which like-minded people can engage. Since any LinkedIn member can create one, there are over a million groups. Groups give you the opportunity to keep up with news and trends, make connections, and ask and answer questions. How do you choose the right group?

1. **Goals:** Determine your goal - which groups align best?
2. **Discover:** Search relevant groups by clicking "Work" then "Groups" on the top right navigation.
3. **Ideas:** Get ideas of groups to join from contacts you have in your industry.
4. **Evaluate:** Judge potential value by reading some of the articles and discussions previously posted.
5. **Join:** Sign up for a few groups that seem interesting to you (some are members only).
6. **Begin to Engage:** Stay relatively active in the group, making sure to check the page for updates.
7. **Start Your Own Group:** Didn't find what you're looking for? Start your own group!

# HOW TO WRITE YOUR PROFILE

When you first create a LinkedIn profile, you will be guided through a series of steps that will help you populate content including employment, education, skills, and contact information. From publication to certifications, volunteerism to awards and even hobbies, LinkedIn gives you many options allow people to get to know you. Keep these tips in mind when completing your profile.

## #1 - USE FIRST PERSON

- Contrary to how you've written your traditional résumé, your LinkedIn profile should actually sound like you wrote it. While still being professional in your language, don't be afraid to use "I" statements, ex: "In this role, I really enjoyed getting to work with students in helping them achieve their goals."

## #2 - KEEP IT BRIEF

- Though you can expound on projects and roles by using full sentences, be careful not to write too much. A potential employer or client should still be able to quickly scan your profile and get a good idea of who you are and what you offer.

## #3 - UPLOAD A GREAT HEADSHOT

- Not including a photo is a fatal mistake and will make people not trust you. Ideally, have a professional photographer take a portrait of you and use this as your profile picture. Do not use a selfie!

## #4 - ASK FOR RECOMMENDATIONS

- Ask people whom you trust to write you a professional recommendation for your previous or current work. Offer to return the favor.

## #5 - ENDORSE OTHERS

- If you know someone is really good at something, "endorse" them for that particular skill. People will be to return the favor, and this will be featured on your profile. Having others speak to your accomplishments is much more powerful than speaking for yourself!

# BUILDING YOUR PERSONAL WEBSITE

By June M. Archer

You may think, “Do I really need a fancy website to land a j-o-b?” Isn’t a resume, LinkedIn profile and social media presence enough? It is widely stated that over 80% of employers search applicants on Google BEFORE an interview invitation and 84% of organizations use social media to screen and recruit applicants. These forces are transforming career search. What do you want recruiters, networking contacts and potential employers to see when they search you online?

A personal website is your customized digital home. You control your online presence and create the impression you desire. Importantly, you stand out from other candidates because your “brand” is in one place versus searching multiple sites.

Building a personal website is easy. You are only a few steps away from taking charge of your online identity:

## #1 - SECURE A DOMAIN NAME (URL)

- Start with your name. If it is taken, add a middle initial or location such as NYC or CA. Keep it simple. Long, complicated names are not user friendly. If you have trouble, try a free website name generator and start with your name.

## #2 - CHOOSE A WEBSITE BUILDER

- These usually include “hosting” (storage space and access) and templates. Some offer packages with free domain names. Think mobile first – most have some level of responsiveness. Website builders are the best option for non-coders. If you are tech savvy, with coding skills you can choose a hosting partner and go the DIY route.
  - These services have free versions: Aboutme, Wix, Weebly, Strinkigly, Duda, Yola and Jimdo
  - Full-blown suites with fees: SquareSpace, GoDaddy, UKit, SiteBuilder, TheGrid

## #3 - DETERMINE YOUR AUDIENCE

- Are you geared toward recruiters and potential employers, school admissions officers, or acquiring clients for a service or business?

# BUILDING YOUR PERSONAL WEBSITE

## #4 - DEVELOP YOUR STORY

This is your unique storytelling playground. Connect personally with your audience by sharing experiences, pictures, video, infographics, blog posts and more. This information is key to developing your story:

- **Photos** – use a professional picture of yourself, no selfies or cropping friends out of your favorite shot. Use only high resolution photography for other sections.
  - These sites have quality free stock photos: Pixabay, Unsplash, StockSnap and Stockfreeimages
- **Who You Are** – communicate your personal brand. Focus on distinguishing attributes including passions, strengths, skills and values.
- **What You Do** – this is your resume. Recap your work experience, internships, projects, volunteering, and community service or show a portfolio.
- **Contact Information** – tell people how to reach you via email, phone or text.
- **Social** – make sure they are cleaned up! Add links to LinkedIn, Instagram, Facebook and Twitter.

## #5 - PICK A TEMPLATE

- This is the advantage of website builders. Templates are designed and have technical functionalities worked out. It should reflect your personality and showcase your story. Be consistent. Use the same colors, design elements and photo of yourself on other sites to cultivate your brand.

Use this outline and experiment with different ways to build your site. Get inspired. Search personal websites for ideas. I built mine on SquareSpace – [www.junearcher.com](http://www.junearcher.com). When yours is ready, tell everyone! Add the URL to your resume and search materials, include it on LinkedIn and share it across your social accounts.

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# DELETING DIGITAL DIRT

## WHAT IS DIGITAL DIRT?

Think twice about not deleting that unflattering party photo a friend posted on Facebook. And while that is a problem, it's just the tip of the iceberg. Digital dirt can also take the form of videos posted on YouTube, state and local public records online, poor reviews on Yelp or other consumer-oriented sites, and even newspaper interviews where you were misquoted or portrayed in a poor light. Lately, there have been a proliferation of sites posting mug shots -- even if you were found not guilty or even arrested.

## HOW TO IDENTIFY IT

Start by investigating your current online presence:

### 1. Put your name in quotes on Google, Bing, and Yahoo search engines, and see what shows up.

If you have a particularly common name, try adding your location, as in "James Smith Cleveland OH." Check out Yelp, Citysearch, and Angie's List to see what might be listed, as well.

### 2. Determine whether it's good or not.

Take note of what you've uncovered and categorize it as: Good (leave it alone); Neutral (ignore it/not worth worrying about); or Bad (action needed). Bottom line: Does your current online image reflect you at your best and convey the message you would want potential employers, customers, or clients to see?

### 3. Note how many other people with your name show up on your search.

Are these online "twins" easily identified as NOT you? Do they live in remote geographic areas relative to you, or work in completely different professions? If so, you're probably fine. People may not mistake the other person for you. If, however, you have an "evil" twin who does not have a flattering online presence and might be mistaken for you, this falls into the "bad" category, and you may need to take some action.

### 4. Register for Google alerts.

Enter your name in quotes as well as your business name in quotes so that you can be sent announcements any time your name or business are mentioned online.

## HOW TO GET RID OF IT

### 1. Banish It

Once you've identified your digital dirt, eliminate as much of it as you can. If you posted it yourself, get rid of it. Tighten up all your security settings and get rid of those "public" or "friends of friends" permissions unless the information is truly positive or neutral. If a friend has posted something unbecoming of you or tagged you, ask them to remove it.

If you have posted something on someone else's site that no longer reflects your image or opinion, try to eliminate it. Ask the webmaster or blogger to take it down for you. If they won't, and you can't eliminate it, see if you can edit it.

### 2. Bury It

If you can't eliminate the dirt, the next best thing is to bury it so it's not on the first page of the Google search results. Remember that online twin? Bury them in the listings by building your own personal website (see section on "Your Online Identity"). The more information under your name, the further down on the Google page your twin will appear.

## TIME TO REBUILD

### 1. Create a professional LinkedIn account.

LinkedIn will likely be one of the first items that will appear in a Google search, so that is your quickest way to develop a positive online image. LinkedIn is rapidly becoming many recruiters' favorite site for candidates. Take full advantage of LinkedIn by joining groups, posting presentations, etc.

### 2. Purchase the URL for your name as in "BobSmith.com."

Now a name like Bob Smith is probably long-gone, so if your name is common, consider a variation, such as "RobertSmithAttorney" or "RobertSmithTexasAttorney." The idea is to preserve your name for your own use. Your name is the most powerful brand you have at the moment, so maintaining ownership of it online is a good idea, even if you never plan to create a website.

### 3. Consider creating a simple website (try WordPress for a relatively easy system) with your URL.

Even if all you post is a professional picture, your résumé (remove identifying info like street address and phone), and a short bio, this site will likely move to the top of the front page when your name is searched. You can use this place to post articles you've written, press mentions, awards you've received, or even presentations you've created.

*Brooks, Ed.D., Katharine. "Career Transitions." Digital Dirt: Managing Your Online Identity. N.p., 8 Feb. 2012. Web. 12 Sept. 2013.*

# NETWORKING ON SOCIAL MEDIA

## TIPS ON HOW TO USE SOCIAL MEDIA PROFESSIONALLY

### 1. Rethink your attitude toward social media.

For most people, social media platforms are a place to share and converse with friends. For professionals, the sharing of photos, non-professional articles, media and personal conversation is at a minimum, and your various social media profiles serves as a virtual résumé.

### 2. Start deleting photos that could be seen as unprofessional.

This means anything with drinking or partying should be deleted. Untag yourself from photos that are unappealing or inappropriate. What you think is “private” could still be searchable and found, especially if other people are tagged.

### 3. Manage your friends wisely.

Some people are not ready to make the complete break from using their social media profiles as purely personal to purely professional. There are a number of strategies you can adopt to control what friends you have and what they see.

- Unfriend people who you fear they will post something unbecoming of you.
- Request friendships from old colleagues, people from your programs during college and professionals you meet in person. Develop a friend list that consists of professionals, mentors and industry leaders.
- Separate your personal and professional friends. On Facebook, you can do this easily by going to your home page and clicking on the “More” link next to the “Friends” option. Click on the “Create a List” button in the right hand corner. Make a list of all your professional acquaintances, and name it “Professional.” Next, go to your Privacy Settings in the upper right drop down menu. Choose “Custom” and you can create the option to hide or show your content, as you post it, according to certain lists of people. Click the drop down menu under your status update to choose your customized post audience. For example, it might say “Friends; except Professional”.

### 4. Delete applications, groups, games and that are not necessary for professional networking.

Start becoming fans of past employer pages, local museums, and other pages that would add to your professional resume.