

# Online Image Review

INDIANA**TECH**  
**CAREER**  
CENTER

Research commissioned by Microsoft in December 2009 found that 79 percent of United States hiring managers and job recruiters surveyed reviewed online information about job applicants. Most of those surveyed consider what they find online to impact their selection criteria. In fact, 70 percent of United States hiring managers in the study say they have rejected candidates based on what they found.

\*Here is a checklist of websites that hiring managers search to find information about their potential future employees. Take the time and go through this list and see what you can find about yourself that everyone can see!

**1.**

Google Name Search

Google Image Search

Begin by typing your first and last name into several popular search engines to see where you are mentioned and in what context. Look through the first 2 internet pages to be thorough!

**2.**

Facebook Search

Twitter Search

Do you have maximum privacy? Is your profile picture clean and professional?

**3.**

Google Alerts

Use the feature, provided by some search engines, that automatically notifies you of any new mention of your name or other personal information.

**WANT TO KNOW MORE ON HOW TO IMPROVE YOUR ONLINE BRAND!?**

Visit the [www.indianatech.edu/careercenter](http://www.indianatech.edu/careercenter) , or just stop by the Career Center!

(Located in Andorfer Commons - Room 229)

## **How to Set Privacy Settings on Facebook**

1. Click on the Account tab in the upper right hand corner of the screen
2. In the drop down box click on Privacy Settings
3. Under Sharing Facebook there are several options:
  - **Everyone** – This allows everyone, including people who are NOT your friends, to see your Facebook page.
  - **Friends of Friends** – This allows your Facebook friends and their friends to see your Facebook page.
  - **Friends Only** – This allows your friends on Facebook to see your page and ONLY them.
  - **Recommended** – This is what Facebook recommends for your privacy settings.
  - **Custom** – This allows you to customize your privacy settings to any way you like.
4. We recommend choosing the Friends Only Option!
5. Choose an option and then click on Apply These Settings.

## **How to Make Public Searches Private on Facebook**

1. Click on Account tab in upper right hand corner of the screen
2. In the drop down box click on Privacy Settings
3. Click on Edit your Settings under Applications and Websites in the lower left hand corner
4. Click on Edit Settings next to Public Search
5. Click the box next to enable public search so any employer searching for you will not see a preview of your Facebook profile.

\*For more information on Facebook Privacy Settings, click on Controlling How You Share in the Privacy Setting page in Facebook.

## **How to Set Privacy Settings on Twitter**

1. Click on Settings in the upper right hand corner
2. Under Email you have the option unclick letting other find you by email address
3. Under Tweet Privacy you can click the option Protect My Tweets. This will let your future Tweets stay private!