How Facebook, Twitter can affect your job

by Amritanshu Vaish

If social media websites like Linkedin, Twitterand Facebook can help you find a job and build your corporate network, when used the wrong way can also backfire and jeopardize a job offer or even your current job told experts to TJ insite, research and knowledge arm of TimesJobs.com.

It is therefore important to be careful and consider what you shouldn't do, as well as what you should do, while using social media to search a job or anything concerning your employment or employer.

"Rants about your boss or your job, which were once reserved for after-work drinks are now being voiced in the social media sphere. Workplace complaints are surely not good for your social profile", remarked Gitanjali Puri, Director-Marketing, CSC India.

Adding further, she advised employees to be really careful about what they tweet. "Hiring managers and bosses are using Twitter, too, and if you say it someone will probably read it.

Tweets show up in Google search and you don't want to lose your job because you didn't think before you tweeted, even if you hate it."

In view of Faisal Farooqui, Founder, Mouthshut.com, "The most important thing amongst social media etiquettes is to avoid making irrelevant posts, in any careless moments.

In the social sphere, you are watched by just not friends and family, but also by your current and future employers."

He also mentioned that nowadays HR managers do a routine check of the candidates' social media profile pre and post hiring. So, don't post anything that you can't justify or can cause embarrassment.

Employees should not disclose company's confidential information on the social networking sites or if necessary should add disclaimer.

According to Sundararajan Narayanan, VP and Global HR Head, Virtusa Corporation everyone in a company has access to information now; not just leadership team.

That shouldn't be parked at social media platforms.

"So, it makes sense to encourage learning and knowledge about best practices, and make employees aware about the company's social media policies."

In conclusion, social media is testing the limits and boundaries of professional versus personal worlds. The faster both employer and employees understand this space and follow some basic rules, social media can become a great way to engage and connect with team members.

Most important It should go without saying, but don't ever use racial or ethnic slurs, slam others with personal insults and obscenities or engage in conduct that would not be acceptable in the workplace or anywhere else

Remember to be considerate of other people's sensitivities to certain topics like politics or religion, too. Therefore, think before you hit "post"

Before commenting in a public forum, remember that you are representing your company. Join online groups on social or professional networking sites with care. The rest will fall into place

Don't pick screen names for which you would have to defend yourself.

Companies monitor what their employees are up to on social media. The reason is simple: what you voice out there might in somewhere reflect the values of the company. Do not tarnish the image of your organization in public view.