



## Your e-Image Keep it Clean

Employers are now capable of getting to know their staffers much more personally than ever before. It's all because the internet has opened up a new venue to explore the past, present and future of people everywhere. What is posted on internet sites about and often by the individuals themselves can have a direct affect on employability.

So how can you assure what your employer discovers about you on the internet is positive and appropriate? And, what can you do to upgrade your e-image? Here are a few suggestions:

### Find Out What's Floating In Cyberspace About You!

**Google your name**, variations of your name, and even nicknames to see what's out there! Learn what's being said about you (and others with the same name as you) in the news media, on blogs and on the social networking sites such as Facebook and MySpace. An excellent resource for the latter is Social Media Firehose, available as a free download.

### Do Your Best To Clean Up Your Image.

**Remove the clutter from your social networking profiles.** Then update your personal profiles with information that could help rather than hinder your job search and/or security.

**Eliminate unprofessional photographs** especially anything questioning your morality or sense (or lack) of judgment.

**Use the internet to your advantage.** Blog intelligently and those comments will appear in future searches of your name or domain.

### Protect Your Future.

**Register your name as an internet domain** through sources like Registrar.com or GoDaddy.com.

**Set up your name for a Google Alert.** You will be notified when your name appears on any blog or website.

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