



ST ILLUSTRATION: ADAM LEE

AT WORK WITH JOYCE TEO

'Add boss' to your Facebook page? Mind what you post

Those hooked on social media should also note that recruiters scan sites

THE boom in social networking means it is inevitable that some people are happy to blur the line between their work and their personal lives.

And also inevitably, it is younger employees who are more likely to mix things up, according to a survey last week.

It also found that while many workers are still reluctant to include their bosses in their virtual social

circles, employees under 30 are not so reticent.

"Younger workers seem more likely to blur the line between work and personal relationships and have fewer qualms about adding their bosses to their Facebook and Twitter accounts," says Ms Michelle Lim, chief operating officer of local online search site JobsCentral Group.

"However, they need to consider if they really

want their bosses to make judgments about them that may negatively impact their careers.

"There have been overseas cases of employees' job termination due to inappropriate content on their social network profiles."

A colleague, who has an active online presence, is unfazed. The 28-year-old says she adds bosses to her personal Facebook account only if she knows

them well personally. "If I add them, I trust that they are 'cool' enough or close enough to not misunderstand what I post," she says.

The scary part about social media is that it can be addictive.

"You can be so plugged into new media that whatever is on your mind, you may just type it out and publish it very naturally," says a 30-year-old friend.

"You can have this strong urge to publish all these very stream-of-consciousness thoughts. It's very unfiltered."

The key may be to temper the enthusiasm of posting all your thoughts as it is better to be safe than sorry, or always make use of your privacy settings.

Ms Lim notes: "As a general rule, be careful what you post online, because in addition to current managers being able to see what you have been up to in your personal life, recruiters routinely check out social media to gain a holistic view of a candidate."

Mr Daniel Soh, managing partner of recruitment firm Leadership Advisory, says his firm selectively uses some social networking sites in the course of identifying top leadership talent for its clients.

These sites are an alternative avenue of communication and they give you a brief idea of the person.

"More importantly, there is a need to understand what's driving the person and what he is trying to communicate via social media," says Mr Soh.

He adds that those in leadership positions should have the maturity to know what is acceptable and what is not, although he cited the case of one chief executive in the United States who posted full monty photos of himself on Facebook. He subsequently withdrew them.

Mr Pri Sandhu, manager of the IT division at recruitment consultancy Robert Walters Singapore, says: "Many times, recruiters can find out a great deal of information about a client or candidate via these social media platforms, especially for those who tend to be more open and candid."

"They may reveal more of themselves online, as opposed to talking to a recruitment consultant."

His advice is to avoid posting negative comments, or reveal any type of confidential or sensitive information about your company or colleagues as that will make you come across as highly unprofessional should a potential employer stumble upon your profile.

Candidates should also try not to have pictures on their personal accounts that would portray them in a negative light - for example, pictures of them drunk or behaving intimately with the opposite sex, or pictures in which they are not appropriately dressed.

At Chris Consulting Executive Search, managing partner Christopher Leong says it is starting to screen job candidates on different social networks such as LinkedIn. "I think it will become part of the screening process, besides personality tests, interviews and background checks," he adds.

If more recruiters are catching on to checking out social media sites to get a better idea of a candidate, it may be wise to be more cautious about what you post on your online accounts.

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ON THE MOVE

Sats

TAN CHUAN LYE: Will be appointed president and chief executive officer (CEO) on April 1.

Mr Tan, 61, is currently the acting CEO and vice-president of the food solutions division of Sats. He has been with the group since 1976.

In a career spanning 35 years, Mr Tan has also held managerial positions in SIA Ground Services and Sats Airport Services and was responsible for both SIA and Sats' Changi

Mr Nah will be responsible for all corporate finance activities of the group, including treasury, tax, information technology management and investor relations.

Chemoil Energy

MATS HENRIK BERGLUND: Will resign as chief financial officer and chief operating officer in mid-May.

Mr Berglund, 49, will be taking up a new appointment as CEO of Pacific Basin Shipping in

WHEN YOU BLUR THE LINE

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