

Facebook Faux Pas By Students Can Kill Careers!

Facebook Misuse Can Lead to Long Job Search

NEW YORK, NY, April 27, 2011 -- More than 75% of college students may be using Facebook in a way that will damage their opportunities for a job after they graduate. A research study conducted by Dr. Larry Chiagouris, Professor of Marketing at Pace University examined college students' use of Facebook. Several examples of unprofessional postings were reported by students compiling a sample of 100 colleges and universities in the United States. Researchers noted that male students are more likely to post a "Facebook Faux Pas" than female students.

The researchers examined the primary photos students use as their identity, a sample of other photos in their album, status updates, organizations they belong to, and events they are encouraging others to attend. The findings revealed that 76% of students had something an employer might find offensive. The research revealed several features of Facebook were found to display information -- text or photos -- that if not carefully thought through, could convey an image or character traits that most employers do not want in a prospective employee.

Recruitment experts agree the use of Facebook should be done in a way that protects the user. According to Nicole Haltses, Director of Recruitment at Merit Personnel, "Employers consider Facebook an employment tool, and inappropriate material could therefore be a red flag to them."

Based on the research, Chiagouris shares tips that are included in his book *The Secret To Getting A Job After College: Marketing Tactics To Turn Degrees Into Dollars*. Suggestions include checking security settings to confirm privacy, removing material that does not present a professional profile, and asking friends to do the same. More social media tips and information about the research can be found at: <http://www.thesegettogettingajobaftercollege.com/socialnetworking>

About the Author:

Dr. Larry Chiagouris' opinions on modern marketing practice have appeared in hundreds of media outlets throughout the world, including the Today Show, Fox News, CNN and The Wall Street Journal. He is an expert on social media, branding and effective use of a variety of marketing strategies. His book, *The Secret To Getting A Job After College: Marketing Tactics To Turn Degrees Into Dollars* is an easy to follow guide for all majors to assist students getting the jobs they want.

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