Réseau des répondantes
et répondants **TIC**

THE LITTLE GUIDE TO BEING AN

IDEAL APPLICANT

Professional visibility on the Web, an additionnal tool when hunting for a job!

CyberSelf.ca

INTRODUCTION

The **Web**, useful or harmful when **looking for a job**?

Is my virtual image really important?

From the very moment when you start to publish on social media, whether on Facebook, LinkedIn or on any other platform (Instagram, Pinterest, Snapchat, Twitter, etc.), you expose a virtual image of yourself to the whole world. Therefore, anyone, including your potential employers, anytime, anywhere in the world, has access to your digital identity.

Does being present on the web help you to find work?

More and more, recruiters are searching on Google to obtain a first impression of potential candidates.

In total, 91% of candidates communicate through social media and 51% of recruiters scan their profiles via those social media. Not to mention those who type your name in Google... According to a survey done in April 2017 with 297 companies, with over 5,4 million employees, the most common strategy currently being used by recruiters is to check your digital identity using Google.

According to another survey done in 2012, 27% of candidates are helped by this method while 25% are not. Traces left online, i.e. your digital image, have a major impact when looking for work.

Results from a third survey done in 2013 with 14 000 respondents show that managing one's presence on the web has become a necessity for internet users. Having a professional visibility on the web is an extra tool that candidates must possess. On the other hand, not managing or neglecting one's digital image may jeopardize job hunting today.

Note that in cases of professional employment, 100% of employers search online for information about candidates who apply for work in their enterprise.

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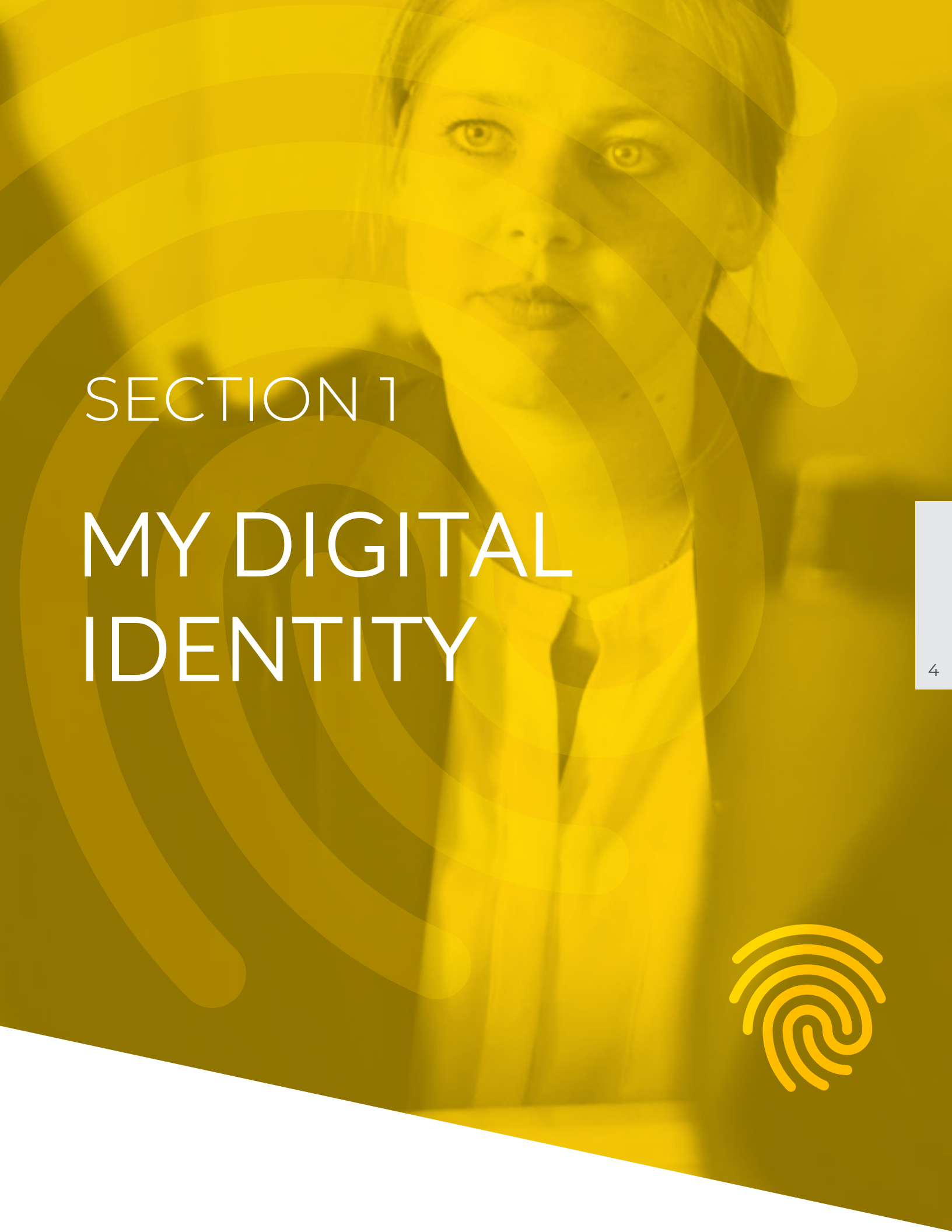
Whether you are looking for part-time or full-time work, or an internship, *The Little Guide to Being an Ideal Applicant* provides you with guidelines for:

- Being aware of the image you leave on the web and social media;
- Making sure that this image is adequate in a context of job or internship search;
- Erasing traces that could harm you.

The Little Guide to Being an Ideal Applicant also offers:

- A set of useful links to make your job search easier;
- Suggestions for writing a winning résumé;
- Advice on how to promote your candidacy and succeed in your job interview.

Finally, you will find comments stressing the importance of preserving your digital image even after having found the ideal job.



SECTION 1

MY DIGITAL IDENTITY

SECTION 1

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What does it actually look like?

What is your cyber reputation, also known as your e-reputation? How can we obtain information on traces we may have left on the web? If potential employers do a search on you, what will they find? Are you in a position to answer this question?

A search engine can help you find most traces that you leave on the web. A simple **research on your first and last names, written in brackets** in a search engine (such as Google) will provide you with a good idea of:

- Sites where you are mentioned;
- Your traces on social media;
- Comments you have left;
- Opinions you have shared;
- How you express yourself.

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The chances are strong that your presence on social media will be among the first results as search engines favour sites with the most traffic. You may want to filter your search to find images and videos that you might have forgotten...

A quick **visit of your profiles on social media** can provide information about your musical tastes, hobbies, fields of interest (your boyfriend or girlfriend), identify places you hang out now or have hanged out in the past (cinema, bars, clubs), etc. Are these interests still current or are they part of your past lifestyle? Think about updating your current interests to better reflect your personality.

There are sites, such as 'Nothing to hide', that can test your **rate of exposure** and **cyber reputation** on the web. This diagnostic tool is solely interested in your virtual presence on the four largest social media (Facebook, LinkedIn, Instagram and Twitter). After a quick analysis of your exposure rate and an explanation of the results, this site proposes direct links to those media so that you can modify parameters linked to the confidentiality of your private accounts. Furthermore, to be quickly notified of new traces, you can set up an alert in Google that will keep you informed, by email, of news about your most important subject of interest: you!

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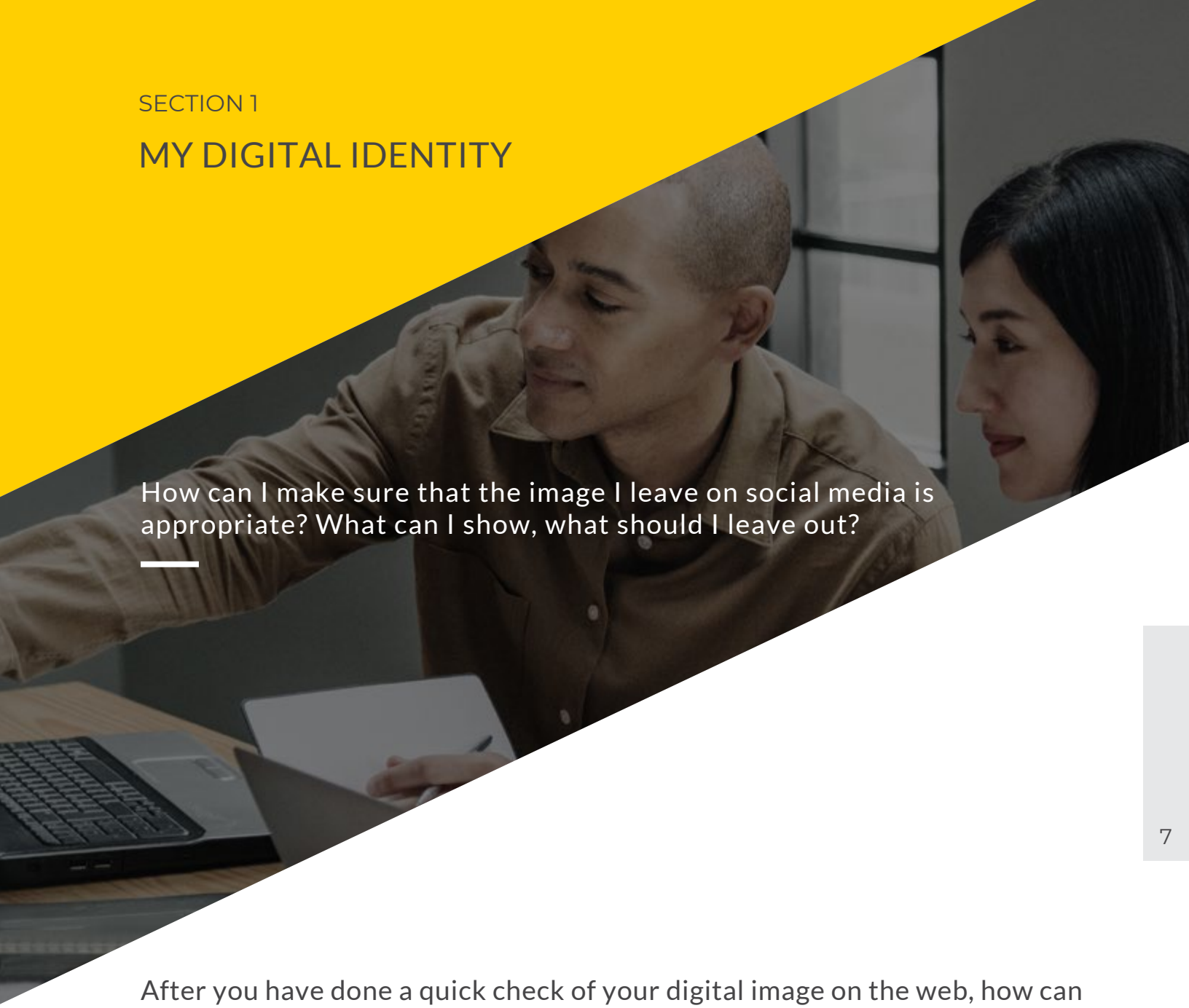

How can I make sure that the image I leave on social media is appropriate? What can I show, what should I leave out?

After you have done a quick check of your digital image on the web, how can you make sure that it will support your job search?

Here are useful tips to help you.

Consider 'separating' your life in two

It is normal, in fact very important, that you have your own private life outside of CEGEP.

However, as you go through higher education, searching for jobs will take up more space and time. To secure employment or keep one you already have, you need to filter what your professional network can see about you. You certainly do not want to live this type of situation during an interview...

Use an alias

Would you present yourself to a potential employer with: 'Hi, my name is HappyUnicorn123 and I am pleased to meet you'? We don't think so. You need to keep this type of alias for your private network and use your real name for your professional network. This will save you from embarrassing situations in potential interviews.

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Managing your accounts' security is essential !

Take a few minutes of your time to consult sources that show you how to secure your Facebook, LinkedIn and Google accounts. These three sites can be valuable when looking for work, hence the importance to limit access to them.

Respect the role of each social media

It would never cross you mind to plaster the gym's walls with paper copies of your résumé. It is exactly the same for your digital résumé. Use professional social media, such as Viadeo or LinkedIn, to broadcast information about your candidacy. Conversely, these two networks should not be used to share stories with your friends. It is very important to understand how to use different social networks and separate their viewers.

Remember, 'popularity' has limits...

Professional social networks are not aimed at winning popularity contests. Think carefully about who you accept in your network. For example, there must be a link between your educational background, the profession you are aiming at, your passions and social activities. The objective is to bring added value to your candidacy.

Raise awareness of your contacts

It is a good idea to ask your acquaintances to refrain from sharing on social media information that could be perceived as too private. You can also block the broadcasting of personal information via your account settings.

Choose your 'groups' wisely

Before joining a 'community', research it before clicking on 'Join'. If you are not completely in agreement with the topic, the theme or the goal of this group, do not join. This affiliation must reflect your personality, not the other way around.

Think long and hard before speaking... or writing on the internet

Keep in mind that what you write on the internet stays on the internet. This means that you need to think long and hard before sharing your moods. Avoid harsh words towards a previous employer or a job recruiter with who the contact was not the greatest. Under no circumstances should social media be used to denigrate anyone or any institutions. You must know that there can be serious consequences. For more on this topic, see page 21 of this guide.

Take the time to write well

Following the same logic, avoid spelling errors in your résumé and cover letter, whether digital or on paper. You will find more information on this subject on page 15 of this guide.

Pay particular attention to your visual presentation

Would you be comfortable showing up at an interview with your 'just got out of bed' look? Make sure pictures of you online are to your benefit. If needed, you might want to consider calling on a professional photographer. This advice is also valuable for Facebook. Don't forget that people outside of your circle of friends can see your profile picture.

Be selective

You don't need to lay your WHOLE life out online. Select pertinent information that is most advantageous for you. You can show how active and meaningful you are on social media, without scattering yourself all over.

Think about what makes you stand out from others, your uniqueness, to your greatest benefit!

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How to erase negative traces?

Erasing negative traces on the web: not an easy task...

You goofed on the web and would not want a potential employer to find this information? Erasing negative traces can sometimes be difficult, or almost impossible. There are several factors to consider, including:

- The platform on which this trace is found;
- The number of people who saw this information and shared or copied it;
- The prioritizing of this information in search engines.

Some profiles, comments, photos and videos can be erased by taking personal actions or by deleting your accounts. However, this does not guarantee that traces will be completely erased, especially if they were captured in screen shots.

Here is what you can do

Start creating positive content right now

Before investing too much time and effort trying to delete negative traces about you, we recommend that you create new positive content. This will ensure that your negative content will rapidly be pushed down in search engines. It is good to know that **recruiters quite often only consult the first few pages of results from the web**.

It is of prime importance that the first results look professional. How to achieve this? Marlène Cablé, specialized instructor on digital identity for the Fondation Ensic, suggests the following:

- Create your résumé on online platforms so that they benefit from better referencing;
- Use professional social media such as Viadeo or LinkedIn.

Communicate with editorial webmasters or moderators

In cases where you published comments on blogs or forums, do not hesitate to communicate with the editorial webmaster or moderator. Their contact information is normally found in the 'To contact us' or 'About us' sections. Most of the time they will agree to delete the requested information.

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LEARN MORE

erase yourself from internet
forget.me
deseat.me
unroll.me
JustDeleteMe

You can delete negative information about yourself

ON GOOGLE

Even though one can fill out a form from Google for the right to be forgotten in Europe, be aware that in North America, it is not always possible. However, nothing stops you from filling out a form requesting that Google remove information from their site.

FACEBOOK

Avoid simply 'hiding' a post as it will remain visible on your Facebook profile. You need to click on 'delete' to make it disappear. However, if someone made a screenshot of it, this publication may continue circulating, hence the importance of choosing your 'friends'

ON TWITTER

It is easy to delete a tweet, unless someone has already retweeted it. Then it is too late.

If necessary, delete your accounts

FACEBOOK

If you want to completely delete your Facebook account, you can do it through the 'delete account' section. Do not use the 'deactivate account' option as Facebook will still keep your data. You can make a copy of your account in case you later change your mind, by clicking on *Settings – General – Download your Information.*

To delete one page only, you must make an official request to Facebook. Note that you can change your mind in the 14 days after your initial request

LINKEDIN

Place your cursor on your photo on the top right of the interface of the site, to reveal the menu option: *Settings and Privacy – Account – Closing your LinkedIn account*. Explain why you want to close your account. After validating, your account will be deleted, no matter what reason you provide. In most cases, if you change your mind, you can reactivate your account within 20 days of closing it.

TWITTER

Click on *Parameters – Account – Deactivate account*. Your account will be completely erased after 30 days, the time needed for Twitter to save your information on their servers in case you want to reactivate it later.

Delete negative traces published by other people

- Ask the person who published it to delete this post.
- Ask the administrators of the website to remove the information or contact a cyber reputation management agency.
- By subscribing to professional social media, create positive content that will push down negative information found on search engines.
- Find out more by consulting the Cyber reputation and right to one's own image section on CyberSelf.ca.

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Is my email address adequate? Do I need more than one?

Your email address might be very popular among your friends, but is it adequate for applying for a job or internship? What image does it give of you?

Avoid using an 'extravagant' email address. First impression is quite often crucial for an employer. How professional will they think that email addresses such as hot_lover@hotmail.com, hey_baby@gmail.com or stupid@live.ca are?

Create a professional email address using your first and last names. This new address should be used for job searches. Furthermore, you will help prevent others finding all comments that you have made on the web from your personal email address.

If you are worried about missing out on emails sent to your professional address, consider redirecting this email address to your personal email address. Be careful and make sure to reply only from your professional email address.

SECTION 2

SEARCHING, FINDING AND... KEEPING A JOB OR INTERNSHIP

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Job search services

Start by seeing if your college offers a job placement service. If this is the case, this service is usually part of Student Services, and may offer you advice on:

- Writing your résumé;
- Writing a cover letter;
- Preparing for a job interview;
- Consulting job offers.

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SEARCHING, FINDING AND... KEEPING A JOB OR INTERNSHIP

In case your college does not provide this service, or if you want to find out more, here are some sites that may be useful:

Youth Employment Services (YES) Montreal: Links And Resources For Job Seekers

This directory of useful websites for job searches contains several links:

- Websites dedicated to job searches (i.e. Jobboom, Workopolis, etc.);
- Employment and internship listings and programs for students and recent graduates;
- Job listings in specific industries.

Websites for international projects

Consult this websites for internship or employment abroad: Government of Canada or McGill CaPS Resources Hub.

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SEARCHING, FINDING AND... KEEPING A JOB OR INTERNSHIP

Writing your résumé and making it available on the web

Your résumé, a valuable tool

A résumé is one of the most important tools in the process of finding a job. It allows a potential employer to rapidly view your work experience, your education and training and your skills.

You must appropriately write it for the type of employment you are seeking, or for a specific business sector.

Your résumé must be **concise, neat and easy to read**. It should not be more than two pages. Unless applying for an artistic job, keep the style and tone of your résumé serious. Consider including all volunteer work. Your college may offer a service to help you write your résumé and cover letter. Don't be afraid to consult this service (see page 13 in this guide).

Here are some suggestions to help you in writing your résumé and cover letter.

- Canadian government

  This website offers general information for youth and examples of résumés. There is also a section on work outside of Québec and abroad.

- McGill Career and Placement Services (CAPS)

  Guides have been developed to help you during the job search process. You are encouraged to consult them as you write your CV or cover letter, prepare for an interview, job fairs.

- Jobboom

  Articles and resources, some useful when one lacks experience, are listed.

- Emploi Québec

  You can consult proposed tips and tricks for students that will help you organize your internship or job search.

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SEARCHING, FINDING AND... KEEPING A JOB OR INTERNSHIP

Posting your résumé and updating it when necessary

Once you have written your résumé, **you need to post it**. Some sites offer to host your résumé online. Be careful when posting personal information: you should never include your mailing address as well as your social insurance number on the web.

Opt for sites that propose the creation of accounts, such as:

LinkedIn

International professional social media. This is the perfect site to create contacts with other professionals in your field.

Indeed

Indeed is the biggest employment site worldwide. Besides the opportunity to seek employment from among thousands of postings, candidates can publish their résumés and get information on employers, all for free.

Jobboom

Quebec site specializing in the labour market.

Workopolis

Canadian site specializing in the labour market.

Be careful to **update your résumé on all platforms** where it is published. In order to simplify this task, limit its publication to just a few professional sites. Aim at quality rather than quantity.

When applying for a job or internship posting, some employers prefer that applicants bring their résumé in person, or that it be sent by email. It is very important to **follow the instructions mentioned in the job posting**.

The cover letter, a complement to your résumé

When applying for work, include a cover letter (also known as letter of motivation) with your résumé. Your letter must convince the employer to consider your résumé and offer you a job interview. This first contact is the perfect opportunity to show that you have the required skills for the job or internship. The letter **should highlight your experience relevant** to the posting. It is also an opportunity to refer to the enterprise's activities that most appeal to you (see page 19 in this guide).

You can consult this 15-minute tutorial intended for college students looking for internships (field work placements) or for writing a professional letter.

Watch your spelling

In all cases, you should always check your spelling. **Use correction tools** such as Antidote or the one that comes with your word processor and have someone proofread for you. Potential employers might not want to meet you if they see spelling mistakes in your cover letter or résumé.

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Promote your candidacy

To promote your candidacy, we suggest that you follow the following four steps:

- Consult your file;
- Display your skills;
- Network;
- Go for it.

Build your file

Make sure that your résumé is updated and free of any errors. We suggest that you consult the section on writing a résumé (page 15 in this guide).

Some employers expect your résumé to be accompanied by a cover letter. Make sure that this letter is adapted to the job for which you are applying. Furthermore, to help you be more concise, use the online tool About.me. It will help you summarize your application in one page.

Image trades (graphic artist, designer, photographer, etc.) writing trades (journalist, writer, etc.) web and performing art trades (sets and costumes attendant, etc.) often require a portfolio. Your teachers can probably suggest appropriate tools for you. If not, there are online sites to help you build digital portfolios, such as Eduportfolio if you are still in school.

Finally, as mentioned on page 13 in this guide (Job Search Services), verify if your college offers this service. If so, it could be very useful in building your file.

Display your skills

There are many ways to display your skills on the web. If you know how to create a professional website, don't be afraid! Be creative. If you do not, there are online sites where you simply have to enter your information from an existing template. This is the case with LinkedIn, a professional network site. We will elaborate below and on the next page.

Network

How to get potential employers to see your website? The solution is to network. Be careful, if you plan on using your personal accounts on Facebook and Twitter, you risk rapidly mixing your private with your professional life. As previously explained on page 7 of this guide, it is best to avoid this.

There are many professional network sites. In Québec, LinkedIn is one of the most consulted sites. It allows you to post your profile, to become known and to build a network. Employers like to consult your profile and learn more about you.

SECTION 2

SEARCHING, FINDING AND... KEEPING A JOB OR INTERNSHIP

Promote your candidacy (continued)

How to make your candidacy stand out on LinkedIn? We suggest that you consult The Muse's article which explains in 31 steps:

- What should be on your LinkedIn profile;
- How to stand out by publishing regularly;
- The use of groups on LinkedIn.

Go for it

Don't wait for a job or internship posting. Make a list of enterprises or companies for which you would like to work for and contact them.

In other words, be proactive. Don't hesitate, ask your contacts, personal and professional, to help you in your job search.

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The web, a useful tool to help you to prepare for an interview

A winning tip: visit the organization's website

The web is a precious source of information that can help you prepare for an interview. By visiting the enterprise or organization's website, you may:

- Understand its corporate structure;
- Familiarized yourself with its mandate, projects, products and clients
- Consult its history;
- Acquaint yourself with the professional path of the person who may be hiring you (and maybe interview you...).

Consult social media to get information on the image of the enterprise, its language and philosophy. **Articles published in the media** are also a good source of information on the organization, its reputation and its competitors.

Spread the reach of your searches to the entire job industry that you seek in order **to be abreast of all development**.

The benefits of investing time in your job search

These preliminary steps will help you gain confidence. An employer will appreciate this initiative because it will show how well prepared you are for the job and **will demonstrate your interest**. You will also be in a better position to answer questions on the organization and explain what you can bring to it. You will then be perceived as **a conscientious person, motivated and involved**.

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Maintaining your digital identity after finding a job or internship

First of all, you should know that, as an employee, and no matter what your status of employment sector is, **you will be bound by a duty of loyalty obligation towards your employer**.

According to clause 2088 of the Quebec Civil Code: 'The employee is bound not only to perform his work with prudence and diligence, **but also to act faithfully and honestly** and not use any confidential information he obtains in the performance or in the course of his work'.

This being said, the duty of loyalty **must respect the right to freedom of expression**. However, the latter cannot justify the 'discreditation of the employer' nor the 'insult of the dignity, integrity, honor or reputation of a person'.

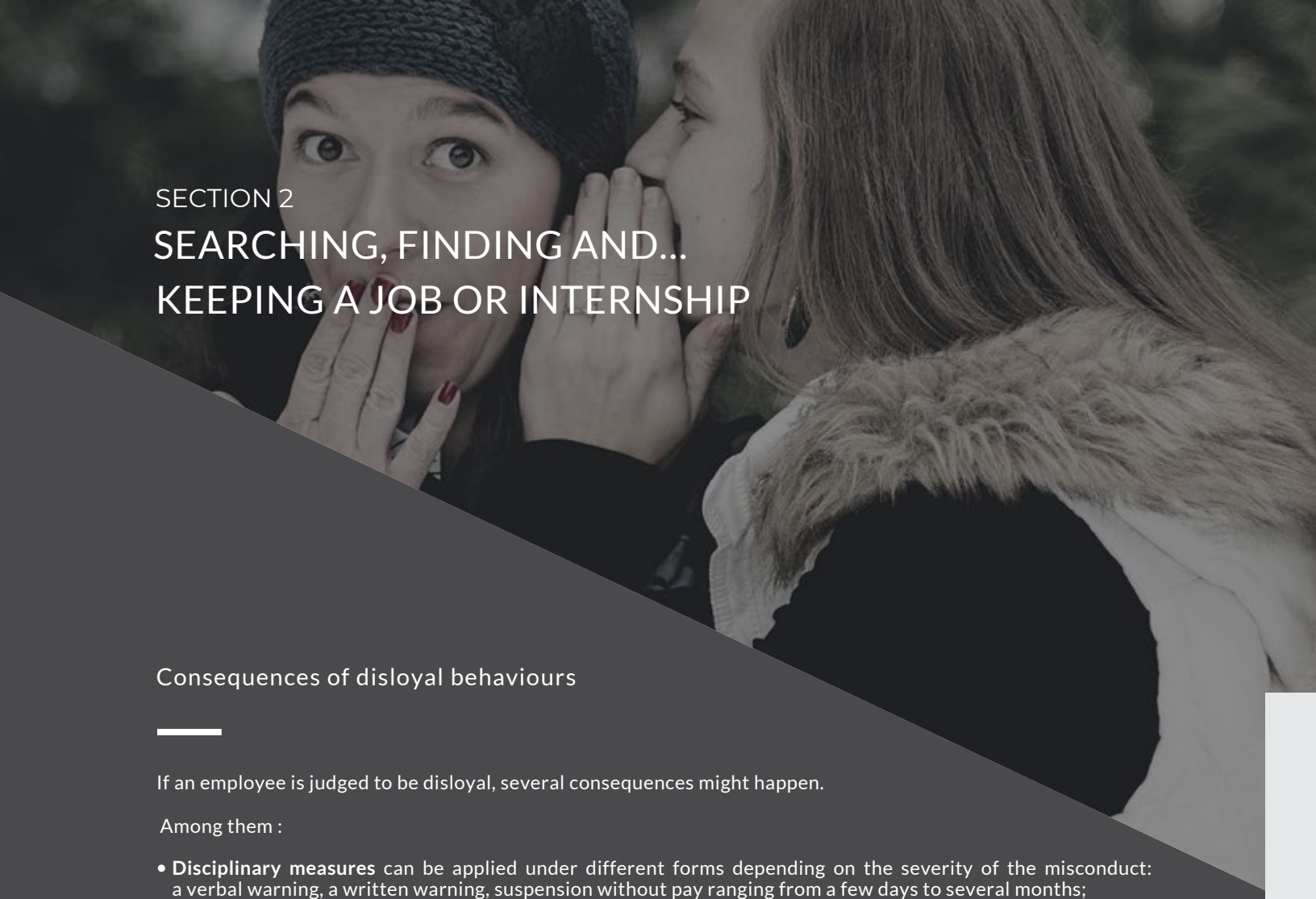
What does it mean to be 'loyal' or 'disloyal'?

Loyalty means that an employee must:

- Be honest with his/her employer during employment;
- Use good judgement as an employee;
- Avoid behaviours or declarations that could tarnish the reputation of the employer;
- Protect confidential information.

Here are some examples of professional behaviours considered to be disloyal:

- Using confidential information for your own benefit or for the benefit of others, such as announcing an upcoming sale when the date has yet to be published;
- Openly criticizing your employer by, for example, publicly posting the problems you are experiencing at work;
- Intentionally harming your employer's business or reputation. For example, writing a comment such as 'Yuck! Bad food' when working in a fast food chain;
- Broadcasting false information about your employer, for example by sharing on social media that the reimbursement policy of the store where you work is not respected, when you know that this is not true;
- Broadcasting on social media criticisms, arguments or denunciations that could be considered serious, lying or slanderous, for example, writing on social media that your employer exploits people.



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Consequences of disloyal behaviours

If an employee is judged to be disloyal, several consequences might happen.

Among them :

- **Disciplinary measures** can be applied under different forms depending on the severity of the misconduct: a verbal warning, a written warning, suspension without pay ranging from a few days to several months;
- In more serious cases or if the disloyal behaviour is repeated, **dismissal** may be imposed.

In all cases, good judgement and loyalty are in order.

In the case of internships, whether remunerated or not, you must also be loyal.

Even with your ex employers! Indeed, an ex employee must continue to be loyal towards his/her ex employer, even after a dismissal or resignation

Careful! Duty of loyalty is not only in cases where a work contract was signed. 'A work contract can either be written or oral. **Even if you don't have a signed work contract in writing, you still have one**. All employees must act with loyalty towards their employer, even if this duty was not agreed to in writing'.

Always think twice before publishing anything and be aware of the possible consequences

Be careful with the comments you publish on social media as well as your ups, downs and status.

Even if you are motivated with good intentions or by a desire to ensure the resolution of a conflictual situation, sharing confidential information is never a good idea.

Also, never forget that what you publish can be damaging. For example, if you share that you are on vacation in the tropics, even though you are on sick leave, your employer or insurance company could use this information against you. You might have to reimburse the benefits received, or worse, may lose your job if the bond of trust is broken.

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- ' Protégez votre cyberréputation'. journaldemontreal.com
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- CDI College, Recherche d'emploi - L'importance de l'autopromotion et de l'image de marque personnelle

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How to erase negative traces ?

- See how to delete a post or Facebook page, a comment in a forum, a picture on Snapchat and a tweet on Twitter. drapeau-blanc.com
- '20 manières d'effacer ou de ne pas laisser de traces sur Internet'. linternaute.com
- 'Formulaire Google droit à l'oubli : adresse et mode d'emploi'. droit-finances.commentcamarche.com
- How to Erase Yourself From the Internet. gizmodo.com

Is my email address adequate? Do I need more than one?

- Inspired by : blog-emploi.com
- Reference : monimageweb.com

SECTION 2 – SEARCHING, FINDING AND... KEEPING A JOB OR INTERNSHIP

Job search services

- Cégep du Vieux Montréal. cvm.qc.ca
- Emploi en ligne. emploienligne.crosemont.qc.ca

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- Platform, Quebec.ca
- jobboom.com
- '7 sites à consulter avant un entretien d'embauche'. frenchweb.fr

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- Ordre des conseillers en ressources humaines et en relations industrielles agréés du Québec. ordrecrha.org
- Éducaloi is a registered Quebec charity. educaloi.qc.ca
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Réseau des répondantes et répondants **TIC**

Fédération des cégeps

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