

BURST

CAREER + LIFESTYLE MAGAZINE

WATCH THIS FACE

IS MICHAEL PAYNTER
THE NEXT BIG THING
IN MUSIC?

SCREEN TEST
MAKING IT IN MOVIES

JOBS ON THE LINE
SURVIVING THE PHONE INTERVIEW

LIBBY TRICKETT
POWER AND PASSION

GREEN JOBS
IT'S YOUR PLANET

PUBLIC IMAGE

Ready for your profile

Sure you look cute and sassy in that photo taken at the Saints and Sinners party, but do you really want potential employers to have that image of you? Keep your profile picture professional, or neutral. It can show personality without sending a conflicting message.

Too much information

Think carefully about what you share in your public profile. It may not hurt your job chances to show hobbies and interests, but you may prefer to keep your religious and political view and your age private. Most social networking sites are set up to reveal your information to the widest possible audience – unless you control the privacy settings.

Apps and crap

How many interviewers will take you seriously if they check out your Facebook site, only to find you're a Farmville tragic? Clear the clutter on your page by deleting unwanted fan groups and apps to present a professional image.

With friends like that ...

Oops. You slagged off your boss and forgot that she was one of your online connections. In Facebook, you can avoid faux pas like this by dividing your friends into groups (work, school, sport etc) according to what you want them to be able to see. If worst comes to worst, Unfriend them.

Status symbol

Clever, topical status updates can enhance your professional reputation. But telling the world that you've got hammered at the weekend or that you're taking a mental health day is plain stupid. It might also be worthwhile going through older posts to make sure there's nothing embarrassing lurking there.

Don't let your social networking site ruin your job chances.

Social networking sites are a potential minefield for job hunters. Although it's legally risky for recruiters to collect information online about candidates, privately many admit that they've researched internet sources such as Facebook, LinkedIn and Twitter as they hunt for the perfect candidate.

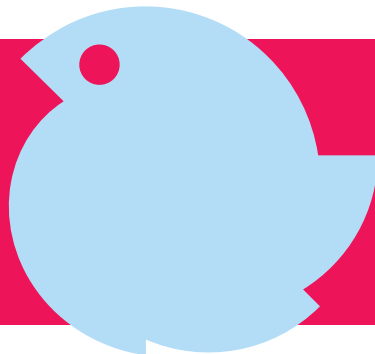
It's a potential disaster for jobseekers who haven't given much thought to their online image.

Boutique Melbourne recruitment firm SMAART deals with many Gen Y jobseekers in fields such as sales and marketing, creative design, office and administration, and hospitality. "Increasingly, we do expect to find people via other media such as Google or Facebook or Twitter, and if there's no footprint of that person, you might ask why," says co-director Stuart Holmes.

"When it comes to looking for a job, you try and put your best foot forward in every single aspect, and that's with everything from your public profile information to the content and structure of your resume to your presentation. To leave any of them out, including social media, is probably to be a bit ignorant and careless."

Caroline Vickers-Willis, marketing director of HR and recruitment company RossJuliaRoss Group, advises candidates to manage their privacy access levels in a way that reflects how their site might be viewed by others. "You might have a certain amount of information in your public profile, some information that your friends can access and certain information that you may choose to remove at the point where you decide, 'Well, I'm going to go and look for a job now'." ■

5 ways to avoid social networking disasters



PLAN / WORK YOUR WORK / YOUR PLAN

So you're thinking about changing your career? Welcome to the club.

Time was that you'd train for a career and stick with it until retirement. Not any more, says Caroline Vickers-Willis, marketing director of HR and recruitment company RossJuliaRoss Group. Workers are become more mobile and finding new ways to use their hard-won skills.

"Most candidates that are Gen Y or young Gen X will expect to have what we call a 'portfolio career', which is a career made up of a number of sub-careers," says Vickers-Willis. "What

we're finding is that people acquire skills and find new ways to leverage and deploy those skills. While no skill is ever wasted, what people are now doing is looking at how they can deploy their skills in different circumstances to create a broader palette of career options."

Twenty years ago, someone with an accounting degree might have spent their entire career in practice as an accountant advising clients, she says. Nowadays, accountants go into all sorts of professions, including the not-for-profit sector, investment banking, economic analysis and other jobs that use accounting skills in different ways.

Workers are also more mobile today than ever, says Vickers-Willis. "It's very, very common today for people, particularly in the professions, to seek a couple of years' experience

in international environments ... As opportunities become more visible to people through the internet and other technologies, people are taking up those opportunities."

So if you are considering a career change, where do you start?

Step one is to make sure you are doing it for the right reasons. If you're seeking fresh fields because you hate your boss, it might be easier to switch employers. But if it's for deeper reasons, such as that you feel you aren't being challenged or fulfilled, it might be time to brainstorm alternatives, taking into account your skills, interests and personality.

The next step is to do your research. Vickers-Willis says social media sites like Facebook or the professional networking site LinkedIn are a good place to start.

"All the major organisations have groups in sites like LinkedIn and many have Facebook pages as well," she says. "If they are managing their profile and their sites proactively, there will often be things like newsletters, updates from staff or photos from functions they're done. It will all just

help to build an idea of what it's like to work in that industry sector."

Contacting employees in companies or professions that interest you through professional networking sites will give you a better idea of what their job is like and about the company's culture.

Professional associations can also be a valuable source of information. "For example, if you're thinking about getting work as an executive assistant or an administration manager, you can approach organisations like the Australian Institute of Office Professionals and they'll have people who are able to talk to a caller about opportunities in their particular profession."

A career shift will involve some preparation: updating work skills, polishing your resume and practising job interviews. Make use of the resources available on the internet, at workshops and in self-help books.

Remember, career change doesn't happen by itself. It requires hard work and commitment. So plan your work and work your plan. The more planning you do, the smoother your transition to a fabulous new career. ■

A big future...survey it for yourself

Hey guys...want to build an awesome career? Did you know that **Building Surveyors** are in high demand and there's not enough to go around!

Building Surveyors, they're responsible for making buildings safe, energy efficient and liveable. They play a special role in the building process because they work in the interest of the consumer and the community.

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