

Introduction

WHEN YOU WANT to know something, what do you do? You grab your smartphone, say “Okay Google” (or “Hey Siri” if you have an iPhone), and then ask your voice assistant what you want to know. You can find nearby restaurants, look for specific businesses, read product reviews, and get trivia answers or the latest entertainment gossip. With the internet, you can find so much in mere seconds.

But what if you’re thinking about applying for a job and you can’t find any information online about the prospective employer? Do you begin to question the credibility of the organization? Do you wonder if the job listing is a scam? Everything is online, so why can’t you find anything about the company on the internet?

Now let’s reverse the situation. What if an employer can’t find *you* online? What message does this send to a hiring manager or organization? Did you know that more than half of employers (57 percent) won’t hire you if you don’t have an online presence, and most employers (70 percent) will use social media to screen your application (Connley 2017)? So, just as important as having an online presence is ensuring that your online persona accurately reflects how you want to be seen as a professional.

We use online information to make informed decisions and to make our daily tasks easier. We can also use the internet to learn about potential employers or to apply for job openings. In today’s job market, more and more employers are using online tools and social media to collect job applications. Many companies

are recruiting job candidates through sites such as LinkedIn and posting career opportunities on job boards such as Indeed. With the increasing use of technology and digital interactions, having a professional online presence is essential to career advancement and networking.

Networking has evolved and, with the digital environment, has entered a new era. Digital tools such as social media and e-mail have made more people accessible to you for networking and mentoring because they are no longer restricted by geographic location. According to a survey undertaken by Lou Adler, CEO of Performance-based Hiring Learning Systems and designated LinkedIn influencer, 85 percent of respondents identified networking as their primary means for finding a job (Adler 2016). Although face-to-face (offline) networking is also necessary to maximize your opportunities, using the digital environment for virtual networking is critical.

If you are ready to be your best online self and learn how to pair your online presence with your offline career aspirations, then start with this book, *Your Healthcare Job Hunt: How Your Digital Presence Can Make or Break Your Career*.

REFERENCES

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