



How social media can affect your career



Social media has become an integral part of modern society. Millions of people around the world use social media to connect with one another. But this valuable tool also can be a detriment, particularly to men and women seeking employment.

What a person says or does on social media can come back to haunt them with regard to the impression they create with prospective employers. Questionable antics and comments may reflect negatively on a person without him or her even realizing it. According to a study by Reppler, a social media monitoring service, 91 percent of employers use social media channels such as Twitter, Facebook and LinkedIn to screen prospective employees.

Many people are

completely unaware how others view them through their social media profiles and usage, but social media profiles give away more

information about a person's character and personality than many people would ever imagine. Even seemingly innocent remarks and observations can be misconstrued. Use of profanity or offering commentary on controversial subjects may be a person's right.

However, such comments may not sit well with prospective employers.

Some may think the solution is not to have profiles on the popular social media sites. But avoiding social media entirely can send the wrong message to prospective employers. It may suggest that you are not a person who is current with the latest trends in technology and may give employers the impression that you are not adept at keeping up with the

changing times.

The key is finding the right balance with social media. The following are a few tips to ensure your social media usage does not do more harm than good.

- Do not post or tweet information that should be kept private. If you would not tell intimate secrets to another person, especially an employer, do not convey these details to your group of "friends."

- Recognize that it's not always your comments that can affect perceptions of you. The friends you choose to accept and socialize with via social media can impact how others view you. If friends are prone to vulgarity and off-color commentary, employers may surmise that this type of behavior is acceptable to you. Screen friends and block those who do not meet your standards.

- Know that security features on social media applications change frequently. It's important to know just how private your information may be. For example, if you are tagged in another person's photo,

people outside of your friends' list may be able to see that image. You have to police your sites and lock down the information as you see fit, only posting what is appropriate for the general public.

- Do not complain about a job or boss publicly. Even if your boss is not on your list of friends, he or she may still

learn about your comments through gossip. While verbal complaints with others may not be accurately tracked back to you, text is hard evidence to discredit.

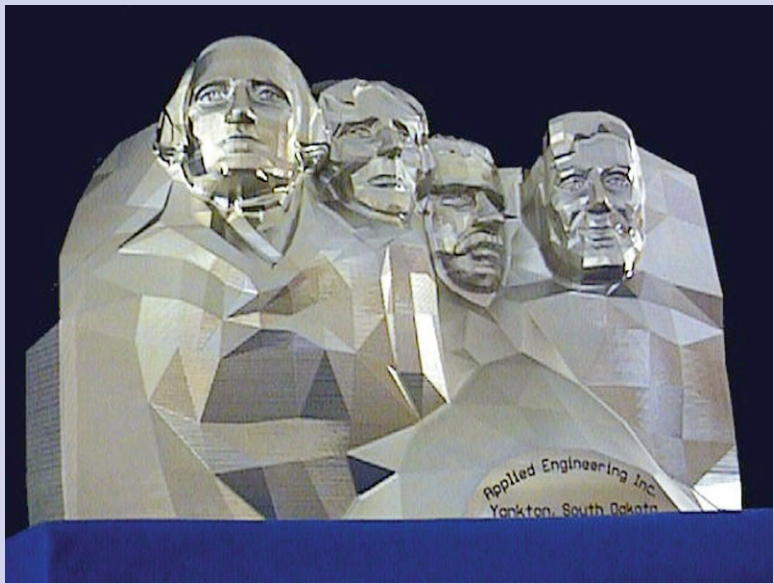
- Use social media as a networking tool to find other like-minded individuals in the same fields. Join industry-based groups and organizations so

that you can share your ideas. Further expanding your reach through blogs and websites can also help your job hunt.

Social media is here to stay, making many details of people's lives more public, so exercise caution with social media so your career is not negatively affected.

■ Metro Creative Connection

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Retaining our youth is a goal for many of the manufacturers in Yankton. There are a lot of opportunities in our community. For someone possessing the three A's (Attitude, Aptitude and Appetite) Applied has a great career opportunity available. Starting as a CNC Loader level 2, an employee can learn the fundamentals of our process with additional internal training



they can then advance to a CNC Loader level 1 or a Tool Changer. From there they could receive additional internal training as well as some external education, paid for by Applied, they can then move up to a Machinist and possibly programming could be in their future as well. The CNC Loader position can create a path that can provide developmental and financial growth.



Career Opportunity with Applied Engineering

CN Loader Level II: A successful candidate must be able to efficiently and effectively load material on an automated pallet system feeding CNC machining work centers. This individual must also be able to use and understand quality measuring devices. As part of the line team, this person will actively engage in helping the line make continuous improvements and meet set goals.

Duties and Responsibilities:

- * Responsible for efficiently completing loading operations per work instructions.
- * Plans and executes to the machining dispatch list established by production control. Actively engages in continuous improvement for processes, looks at problems as opportunities.
- * Keeps work area neat and clean.
- * Checks product against print to insure compliance with set dimensions and tolerances.
- * Maintain multiple machines running at the same time.
- * Assists in the documentation of non-conformance issues.
- * Works as a team player and communicates well with colleagues from all shifts.

Skills and Specifications:

- * Must be a good communicator.
- * Enthusiastic, cooperative, and positive attitude.
- * Must be able to grasp modern technology.
- * Embraces and accepts change.
- * Ability to read and understand blueprints.
- * High degree of initiative and self motivation.
- * Must be able to follow processes and procedures.

For more information on the position or to receive an electronic application, e-mail Bridget.Benson@appliedeng.com, No Phone calls, please

Applied offers competitive wages and benefits including: Flexible Hours, Holiday Pay, Medical, Dental, Sick Leave, Vacation, STD, LTD, Vision, 401(k) with match, Bonus Program

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