

April 29, 2014

An insiders look at exactly what to do in order to get hired (or fired) in the **professional** world.



Cleaning Up Your Image

By Stephanie Pinto

In the world today, expressing yourself via **social media** outlets has become the norm. Whether it be through new outlets such as **Twitter**, **Facebook** and **Instagram** or older outlets like **MySpace**, exploiting our thoughts and actions for the world to see has become a daily occurrence.

Little do social media users know, however, that parents and grandparents are not the only ones **judging** our short skirts and explicit alcoholic escapades. The professional world also holds access to all of those photos and tweets that we so desperately cannot resist **posting**. Those photos and tweets, although we may have

them set to “private,” can be viewed and accessed by all professional organizations. What does that mean? All future bosses and careers can see **everything** that you put into the social media realm. It is in our best interest to take action now and clean up our **cyber-image** before it is too late!

What Will Get You Fired... or Never Even Hired!

By Stephanie Pinto

It is your best friends 21st birthday. You and your closest girls hit up, none other than, Atlantic City. Your twitter feed begs you to tweet about that flaming cocktail the cute waiter just brought to your table. Your Instagram pleads you to post that selfie of you in that new cut out mini dress you specifically purchased for this night. And your Facebook looks empty with out that “Drunk in AC!” status update. These actions, as impossible as it may seem to carry on life without them, will certainly earn you a spot on the unemployment line. It HAS happened before and it will continue

“My boss saw the pictures on Facebook from my cousins bachelorette party in Vegas. As soon as I got back he called me into his office. Next thing I knew I was packing up my desk because I had embarrassed the company and he didn’t want to send out that image to prospective client.”

-McKinnley Johnson, 30

to happen in the future. Employers and bosses are not afraid to fire you if your cyber-image isn’t one that holds up to the companies standards. In fact, it is becoming more and more common that these social media outlets we subscribe to are being checked more and more!

FUN FACT:
There have been more firings due to social media postings in the past year than in all other years COMBINED!





“I wasn’t thinking. I never thought my boss would see that. My twitter was set to private. But none of that mattered. He saw it and I payed the price.”

Tania Parada



See For Yourself: A Personal Tale of Getting the Axe

By Tania Parada

The day I landed the job at Merck Pharmaceuticals, I couldn't have been happier. Four years of college and an additional two years of graduate school had finally payed off. A cushy office job with paid vacation, two hour lunch breaks and of course a well-beyond-decent pay check made me a very happy employee. My boss was a very kind man. He cared greatly about this company and treated all of his employees well. I remember thinking to myself that he was a bit of a push over, actually. I was late on my first deadline and without hesitation, he granted me a two week extension. Needless to say, I was living the life.

It was late November. Thanksgiving was just around the corner and I remember being so stressed out over having everyone at my house this year. On top of that, I had an assignment deadline due. I had not even started it yet when my boss sent me an email describing how I needed to “pick up some slack and start getting deadlines in on time.” Without hesitation

I rushed to my smart phone, pulled up twitter and let all of my pent up frustrations and feelings explode in 160 characters calling my boss nonsensical bad names, dropping the F-bomb three times and hash-tagging “MerckPharmaceuticalsSuck.” With the touch of the send key, my tweet was now for all to see and my frustrations had been released in the cyber-world

The next day at work I was immediately called into my boss’s office. I was certain it was about my late deadline, however, when I opened the door I saw all of corporate gathered around my boss’s computer. As I sat down, my stomach dropped, I knew this was about my tweet.

Questions flooded my mind; how could he have seen that? My twitter is set to private. We don’t even follow each other? How on Earth did he find this? Within a matter of minutes I was asked to pack up my desk and, just like that, I was fired from my cushy job; only to be left with a regretful tweet and a huge blemish on my professional resume.

SARA'S SUITS

April 29, 2014

GIVEAWAY:

Sara's Suits is having an April-Madness Giveaway Sale! Come into any of Sara's Suit Stores and take advantage of our BUY ONE GET ONE FREE offer! Hurry in, offer expired 4/30/14



LUXURY



CUSTOM FIT



PERFECTION



Hired vs. Fired

A Girls Guide to Keeping Her Job and Social Media Status in Check

HIRED	FIRED
<p>@CALLIEANNE: Had such a great night with my girls! #neededsom relaxation</p>	<p>@RobinMartins: BLASTED WITH MY GAL PALS!!!! #DrunkAsAskunk! #PARTY</p>
<p>@CALLIEANNE: Met a great guy on my flight to Denver! #feelinghappy!</p>	<p>@RobinMartins: Met a hottie with a sexy body on my business trip to Denver...whata stud. Just name the time and place ;) #5556874756</p>
<p>@CALLIEANNE: Feeling stressed, nothing a spa day can't handle! :)</p>	<p>@RobinMartins: Work's got me feeling some type of way and I'm not loving it. Need a drink or two....or eight. #F**kThat</p>
<p>@CALLIEANNE: Had a rough day today. Just need to pick yourself up, brush yourself off and make tomorrow a good one! #optimism</p>	<p>@RobinMartins: Today freakin' blew. #BYE</p>
<p>@CALLIEANNE:</p>	<p>@RobinMartins: BETH ROBERTSON SUCKS AND I HATE HER #GOAWAY #STUPID</p>
<p>@CALLIEANNE: Valentines day is hard when you don't have a man, luckily, I have great family and friends to cheer me up and bring me treats! #blessed</p>	<p>@RobinMartins: Valentines Day is the dumbest holiday ever created. Men suck and I'm ugly. #eatingchocolateforever #drinkingmylonlinessaway</p>
<p>@CALLIEANNE: Hitting the Gym for some good ol' exercise</p>	<p>@RobinMartins: I'm Fat.</p>

Tweets talking about drinking is a big NO NO! Keep your nights out to yourself and your tweets classy!

Always stay positive no matter how bad of a day you had!

SAY NOTHING AT ALL

It is OK to express loneliness, but spin it to show the support of friends/family.

Tweets about sex of any kind is automatic AXE!

CURSING=UNEMPLOYMENT

Never talk about another co-worker! Save it for your girl friends!

Never speak badly of yourself!

Using Social Media Positively In the Workplace

By Stephanie Pinto

It's never a good idea to talk negatively about your work, job or boss publicly over the internet, but how about talking positively? Although many of us may find it easier to simply avoid talking about work in cyber-land all together, posting positive about your job can actually be beneficial. For example, start up business are hard to find out about if not spread by work of mouth, however, by using todays social media outlets such as Facebook, news about start-ups can spread a lot quicker, making business more productive.

Starting a business may be tough, but advertising it doesn't have to be! With Facebook and Twitter, it's easy to create personalities for your business! Since social media has expanded greatly in the past couple years, you are sure to find customers and clients all over the web!

“Using Facebook, I was able to create an entire page about my new Bakery! It was so exciting to see all the comments about how the customers enjoyed their cupcakes! The likes on my page just keep going up and I cannot be more thankful for using social media in a beneficial way!”

Jensen McElroy, 46



Using social media to promote your buisness is a great way to expand knowlege to cliental!

6 WAYS TO PROMOTE YOUR BUSINESS ON Facebook

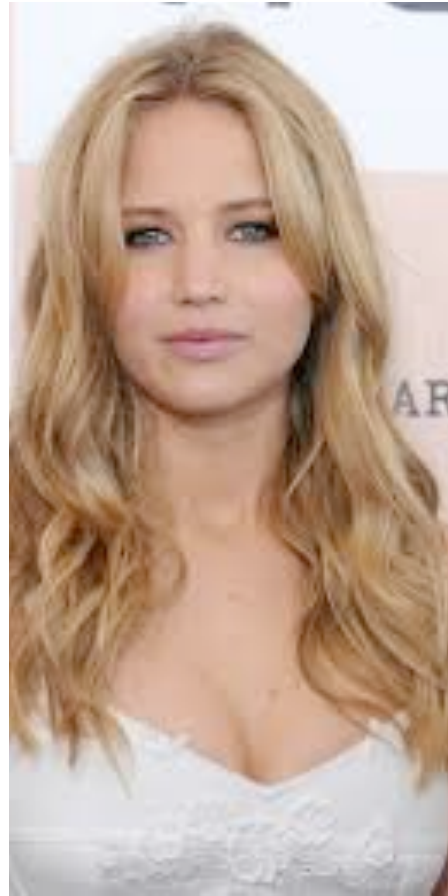
www.pinkstu

@NoahLee23:
 Come check out the awesome treats made daily at @Carolyn'sCupcakeClub! Treat yourself with a Treat you can Eat!
#CarolynCupcakes

MEET THE WRITER

STEPHANIE PINTO is currently a student at Rutgers University located in New Brunswick, New Jersey. There, she is studying to obtain her degrees in Communications and Animal Science. Stephanie hopes to one day apply to Veterinary School which is what inspired this ProfessionalsMonthly College Girl Edition. She understands the risks that potential applicants run when turning to social media as an outlet. Stephanie wanted to write this article in order to give women and potential job seekers advice on how to get and maintain jobs in the working world.

In her down time, Stephanie likes to volunteer at dog shelters as an adoption counselor. Apart from that, Stephanie participates on the Rutgers Women's Club Lacrosse team as well as a member of the Phi Sigma Sigma Fraternity.



Stephanie Pinto is a sophomore at Rutgers University where she partakes in many clubs and extra curricular activities.

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