**DT – Listening Section**

*You are going to listen to an interview with Michael Fertik, the CEO of reputation.com. He is going to talk about how social media affects your ability to get (and keep) a job.*

**Questions:**

**1***.* Today, there is not only anecdotal but also \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ evidence that employers search for whatever information they can find online about prospective employees.

**2***.* True / False

For employers and insurance companies, your digital footprint on the Internet is essential because they want to find information and assess the information and make decisions about you.

**3***.* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is likely to be regarded as your resume for employers today.

**4***.* Advertisement is the motive behind some company’s collecting personal data today; however, in the future personal data may be used for…

a) insurance worthiness

b) education plans

c) employer worthiness

**5***.* What is Michael Fertik’s warning about internet use for future employees?

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**………… / 5 points**

**DT – Listening Section - KEY**

*You are going to listen to an interview with Michael Fertik, the CEO of reputation.com. He is going to talk about how social media affects your ability to get (and keep) a job.*

**Questions:**

**1***.* Today, there is not only anecdotal but also \_\_\_\_\_\_\_\_\_\_**statistical**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ evidence that employers search for whatever information they can find online about prospective employees.

**2***.* **True** / False

For employers and insurance companies, your digital footprint on the Internet is essential because they want to find information and assess the information and make decisions about you.

**3***.* \_\_\_\_\_\_\_\_\_\_ **Your top 10 search results on Google** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is likely to be regarded as your resume by employers today.

**4***.* Advertisement is the motive behind some company’s collecting personal data today; however, in the future personal data may be used for…

**a) insurance worthiness**

b) education plans

c) employer worthiness

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**5***.* What is Michael Fertik’s warning about internet use for future employees?

\_\_\_\_\_\_\_\_ **You (should) control and think about all the information you're giving away on the web** \_\_\_\_\_\_\_\_\_\_.

**DT – Listening Section - TRANSCRIPT**

**How Social Media Affects Your Ability to Get (and Keep) a Job**

Michael Fertik, CEO Reputation.com

When you look for a job, every employer who is going to consider you for candidacy for that job is going to look for information about you online. We know that it's happening not only anecdotally but also statistically that every survey that's been done by Microsoft, by the big companies, by small companies, by nonprofit organizations has proven that employers are looking for information about you… finding it and making decisions about you based on what they find, which means that your digital reputation, your online… your online life your private information, your public information, what you post on social media, what your friends post about you on social media, who your friends are on social media are all very important.

Why? Because employers care not only about the fact that you're saying this or that about what you did last night or how often you check into the bar versus checking to the library online but also insurance companies care and they have sophisticated technology to find information and assess the information and make decisions about you without ever even giving you a chance to come in for the interview, right?

Your resume is no longer the piece of paper you send in to the employer; your resume is now your top 10 search results on Google. One of the trends I saw five years ago when I started the company ( reputation.com) was that private information about all of us was getting found and used and manipulated by third parties without our knowledge or consent. So the basic premise of the internet economy so far has been... we give you something free to use, you use the stuff, we collect the data and sell the data. So, all this information about this is getting collected and sold and put into profiles that are very comprehensive and so the frighteningly so…

I saw this trying to 5 years ago I said well I don't really like it because I think that right now the companies that are collecting data are using it for advertising purposes but in the future those data sets are going to be used for much more important purposes like insurance worthiness, like education worthiness, like employability worthiness and so forth. And they're going to be collected and used without your knowledge or consent by people you never identify and can never know. And that's going to have consequences you'll never be able to understand because it can be too late by the time you have them.

The Internet does not reflect reality; the Internet reflects a very small portion of reality but unfortunately decisions are being made every day based on that sliver of reality instead of the entire you, so it’s important that whoever you are on the web, whether use services like mine or not, that you control and think about all the information you're giving away on the web every time you log in every time you surf the web because you work so hard to get to where you are. You deserve to have the maximum chance to succeed on the next up here for your career.