

Face it: 'Book' no secret to employers

By Jacqueline Palank
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At least one Washington intern is glad she did not post unprofessional information about herself on the social-networking Web site Facebook: A potential employer asked a past intern to look up her profile.

Started in February 2004 as a Web site for college students to list their interests, communicate with friends and meet people, Facebook now boasts more than 8 million registered members from universities, high schools and workplaces across the country.

As the popularity of Facebook, MySpace and other social-networking Web sites grows, employers are signing up and logging in to perform background checks on job and internship candidates, or asking employees who are members to do so.

"The Internet's fair game," said the intern, an upcoming junior at Barnard College who asked not to be named because she didn't want to identify the D.C. nonprofit think tank that looked up her posting. She turned down the position offered, she said, but not because of the employer's actions.

The intern said she created her Facebook profile fully aware of the Internet's public nature.

"There were no pictures of me drunk on the floor in the bathroom," she said. "I feel it's like checking a reference. You just want to make sure you look good."

A poll released last week found that 26.9 percent of employers check the backgrounds of job applicants by using Google and social-networking Web sites. The National Association of Colleges and Employers surveyed 254 organizations in the services, manufacturing and government-nonprofit sectors.

Of the employers who said they use Web sites, 41.2 percent reported occasional use, 35.3 percent said their use was infrequent and 7.4 percent called it standard practice.

MySpace replaced Yahoo and Google as the top U.S. Web site last week and garnered 80 percent of all visits to social-networking Web sites, Reuters news agency reported Tuesday, citing figures from Internet tracking firm Hitwise. Facebook received the second-highest number of visits to social-networking sites, a distant 7.6 percent.

Though employers often deny using search engines or looking up profiles, "they do it all day long," said Tim DeMello, founder and chief executive of Ziggs, a Boston company that creates free online professional profiles and, for a fee, uses search terms to place the profiles at the top of 20 search engines' results. He said the average Ziggs profile receives 28 clicks a month.

"Whether you like it or not, employers can sit down in the quiet confines of their office, go on the Web and get information on someone," Mr. DeMello said.

Mr. DeMello, who uses search engines and social-networking sites to check on job applicants, said recent college graduates are more likely to be found through social-networking sites than search engines. He said such sites demonstrate the level of the job applicant's judgment and give employers insight into their personality.

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Online social networking communities such as Facebook and MySpace are extremely popular. These sites have changed how many people develop and maintain relationships through posting and sharing personal information. The amount and depth of these personal disclosures have raised concerns regarding online privacy. We expand upon previous research on users' under-utilization of available privacy options by examining users' current strategies for maintaining their privacy, and where those strategies fail, on the online social network site Facebook. Our results demonstrate the need for more research.

Yes, it is a wonderful book both for the espionage aficionado and also for the yachtsman. It testifies to the fact that if you are writing any novel with a technical basis, it is good to do research and get it right. This is the only novel he wrote; he went on to become a very committed political fellow. The same thing happened with the Spycatcher trial in 1986 when the government ended up with egg on their faces, looking stupid by pursuing secrecy for secrecy's sake. There is a balance that needs to be struck. And of course MI6 didn't itself exist publicly until 1994. It described a very secret department of government, which worked in a building which was to become an insane asylum for civil servants sent mad in the service of their country, which is a good read.

Read. 3. It's very creamy and wet, and it's thin with semi-sheer coverage. The dry down time was a little long, and it tended to get caught in fine lines and settle there. For anyone who regularly uses concealer, I don't think this will be your go-to; if you rarely use concealer or only in emergencies, it might work. Because of the lighter shade, it will be better for lids and under eyes for more complexions, whereas light-medium complexions may find it works all over. Sometimes palettes knock it out of the park because you get a ton of fantastic products for the price of just a few, and other times, palettes perform decently, but individual products out-perform them. With staples like concealer, brighteners, and the like, I would spend my money on the right shades for your skin tone in excellent formulas.