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Managing Risks of Facebook Twitter and Social Media

by Terrah Reeves

The usefulness of online social networking is undeniable and it's no surprise that we as individuals are embracing it. Social networks are communications media and a part of everyday life. They can be valuable tools in gathering and disseminating news and information. They also create some potential hazards we need to recognize.

These tools have the potential to present a minefield of legal and professional hazards for those who don't take the utmost care in how, what and where they post. Be courteous and respectful of people's time, and don't overdo the self-promotion. There's a line between taking and giving; in networking, think of others before yourself and you will reap the benefits

Whether blogging, participating in open networks like Facebook and Twitter, you can reduce some risk by doing the following:

- 1. Be mindful of your own confidentiality:** we must protect professional integrity and reputations. What you do on social networks should be presumed to be publicly available to anyone, even if you have created a private account. You can use privacy controls online to limit access to sensitive information, but these are only a deterrent, not an absolute insulator.
- 2. Monitor your web presence regularly:** social networking has resulted in some people transmitting all communications through Facebook and Twitter, expecting others to be there to receive their messages.

3. Be aware that you're never truly anonymous on the web: anything posted on the web can be traced back, sometimes with severe consequences. Anything you write on Twitter or your blog is indexed by Google and kept permanently. You can send a tweet or a Facebook status update in seconds. Pause and think before you hit that 'update' button.

For creative folks of all stripes -- designers, photographers, writers, filmmakers, musicians, theater people, crafters, cupcake artists, you name it -- Facebook represents a huge step forward in our ability to get the word out about our projects and events, recruiting or research and find a larger audience for what we do.

Many people are unaware of Facebook and Twitter risks when they create a profile on these social networking sites. Facebook allows people from all around the world to connect with old friends, and make new ones, using a community interface. But despite the benefits of this social networking site, there is bound to be risk.

Social networking risks are not a reason for you to stop using those sites, because it can be beneficial. It can be used as a portfolio for work or school, or recreationally, but be careful of information you post and take from it. Just like the offline world, don't trust everyone and look out for suspicious people. If you follow these suggestions, you can enjoy social networks without worrying.

Interviewing for Physician Jobs? Be Sure to Follow Up!

by Leigh Ann O'Neill

In my work I often talk to physicians who have begun their job search process, and have interviewed with multiple potential employers.

One thing I love to hear from these doctors is that they're being sure to follow through with the employers once an interview is complete. An interview not only gives you a chance to make your best first impression with a potential employer, but it also allows you the opportunity to stay in the employer's mind once the interview is over. Don't miss an opportunity to follow up!

When I work with clients in their job search process, I advise them that an immediate follow-up after an interview is crucial. When you're job searching, and your goal is to obtain as many quality job offers as possible, you can't afford to let someone forget about you.

After you interview with a potential employer, you should send a thank you note to everyone you talked with, preferably within a week following the interview. Thank you notes can take many different forms, and to an extent, the specifics of it will be shaped based on your own personality, but certain aspects, I believe, are non-negotiable:

- 1.** As you would expect, always open with a sentence thanking the individual for taking the time to interview you. This will let the employer know you do not suffer from any entitlement issues, and instead, that you realize their time is as valuable as yours.
- 2.** Try to include a sentence that relates specifically to conversations you had with the individual. Offer a compliment, if possible, about something you learned of the individual or their practice that you found to be impressive

3. Finally, you must close with an action request. Do not simply end your note with "thanks again for meeting with me." Be sure to convey the message that you're looking forward to hearing from them soon, and if you genuinely mean it, don't hesitate to come right out and say that you would be thrilled to have the opportunity to work with them.

While thank you notes seem basic, and perhaps very elementary, their value cannot be overstated. Especially when sent in the form of a handwritten note, employers are impressed you took the time and energy to send the note, and chances are, the note will sit on their desk for a few days- bringing you to the front of their mind time and time again.

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