

# **Recruiting 101**

with  
*Ridley Scouting*

## **Recruiting 101 - What's Online Doesn't Stay There**

By Kent Ridley

More and more businesses are checking with Google rather than checking with references when hiring individuals. It's not always fool proof of course as there can be multiple individuals in the same area with the same name but when it does prove true it can be an eye opening experience. Do you know how your online presence can affect your off line chances?

After reading this I'll dare you to go and "Google Yourself" to find out what potential bosses and maybe even future coaches are seeing. Recently I checked a football prospect online and found that he spelled his high school incorrectly on his Facebook page. Do you trust that student athlete to qualify academically? Hopefully he can find his school because you know his GPS won't. How about the student athlete with 4:20 or gang logos and references on their corner of the social media world? Even if that isn't an accurate reflection of who that student athlete is as a person, it can make a future boss (or coach) second guess. Less is more!

Treat your recruiting season like the longest job interview of your life. For some it lasts a couple weeks but for most it lasts a few months after their season is done. These coaches, recruiters, scouts and scouting services are looking at this stuff on a daily basis. More and more you'll find schools creating recruiting profiles on Facebook and they are looking to be your "friend". Once you click on that they have access to everything you've put up. Ever.

Another solid idea is to double/triple/quadruple check is that your information online is accurate. Nothing is more frustrating in the world of recruiting than to try to find information and then not being able to trust the results of the search. If you don't know how things should be written, then go ask someone. For example in most of Canada if you are in Grade 12 this year then you are a member of the Class of 2011. Please know that your graduation year means a lot more to a recruiter than your birth year.

Now everybody has their embarrassing moments that somebody had a camera there to view, but it's how you handle it that makes a difference. Things are different when it's an image that somebody else put up once than when it's your constant profile image. Take care of your image because it means your future!