

CAREER

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While individuals certainly hold a right to their privacy, job applicants need to ask what themselves exactly they posted online that needs to be hidden from employers.

Repler, a company that offers help with social media user's online presence, released information from a study done last year of more than 300 different employers explaining what companies are looking for when searching through online profiles. Repler's data shows many companies learn about a potential applicant's character and personality before the company even offers an interview.

Repler's data said 69 percent of employers rejected an applicant, even before interviewing the applicant, solely because of the information available on social media websites. Through a little bit of online digging, 13 percent of employers were even able to determine that an applicant lied about their qualifications.

More than 40 percent of applicants lie on applications and resumes, according to Employment Screening Resources, a background check firm.

Before the increasing influence of social media, employers had to thoroughly and extensively compare one resume from the next and then, eventually, sent potential job candidates through grueling rounds of interviews. If hired, the applicant was often still not guaranteed a permanent position with the company because the company needed to ensure the hire would

fit with the company's standards.

Employers today are now able to determine if a potential candidate maintains the same values their company represents, by comparing information presented on paper to an applicant's social media presence.

Young hires have historically had a harder time landing a job, simply because they lack experience and are new to the job force. When more than 12 million Americans are unemployed, perhaps qualified applicants should recognize a clean social media presence also gives qualified applicants an even greater chance of landing an interview for their dream job.

The applicant posted inappropriate photos or comments, posted negative comments about a past employer and the applicant demonstrated poor communication skills all tied for second on Repler's survey of reasons for employers rejecting an applicant based on the applicant's social media presence.

Job applicants must maintain their professionalism. Hopeful job seekers do not need to walk around in a three-piece suit speaking formal Shakespearean grammar during off hours in order to relay a sense of decency.

But job-seekers need to remember through social media's massive presence, employers now have the ability to determine whether an applicant conducts himself or herself with a sense of respect and grace.

Behaving foolishly during seemingly private moments and then sharing such behavior with the public easily presents an incompetent person to employers. Uncovering an applicant's particularly incriminating social media account simply separates a potentially unethical or unprincipled applicant from a potentially

successful and competent candidate.

Most people try to behave properly and present their best selves throughout the application and interview process. Public social media profiles allow employers to determine whether the respectful and polite person they met for an interview behaves even remotely close to the same after hours.

Media profiles are, essentially, an extension of one's self and employers are simply taking advantage of the information applicants present to them through their profiles.

Repler's survey also said employers rejected potential job applicants because the applicant made discriminatory remarks online, posted content about using drugs or drinking or the applicant shared confidential information about a previous employer.

Applicants must remember the majority of information posted online can be seen by the general public.

While some networking sites allow users to make their profiles private, pictures, comments and other incriminating information may creep into the public view because a friend posted the content on their own public profile.

Embarrassing photos that once sat in albums on dusty bookshelves to share with particular friends and family are now shared with the world and many employers are not impressed by what they find.

A social media presence may now seem detrimental to one's future, but do not fear. Just remember that a private life was once called a private life for a reason, everyone does not need to know about it. Put down the cell phone and live life for yourself, not for the general public.

ICE HOUSE

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As idealistic as these suggestions may be, they would not serve the city's best interests.

The placards would be a frivolous expenditure, albeit a minor one, and the museum, while an interesting idea, would require the costly renovations mentioned earlier, and would likely not bring the city the potential revenue that other ventures could provide.

I do not intend to belittle the historical value of the ice house. The ice house is part of Asheville, and even in its current state of disrepair, it has a certain character. But change is a necessary part of the River Arts District's future as a thriving community of merchants and artisans, and it would be wrong of the city to forfeit this opportunity based solely on historic sentimentality.

The ice house will be missed, but its demolition will not be without warrant.

With any luck, it will give way to a new building that can serve Asheville better for the next century.

BEYONCE

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races in the Sugar Mamas and as back-up singers. The content of Beyoncé's performance also matters. She specifically gave the spotlight to her guitarist, Bibi McGill. Women are not often shown as lead guitarists in the media, so this was likely a deliberate move on Beyoncé's part. She also sang songs about the power of women, such as "Independent Women Pt. 1," which honors financially independent women.

The aesthetics of the performance also focused on honoring powerful women. An effigy of the fearsome and revered Hindu warrior goddess Durga descended onto the stage in the middle of the show.

Far from making women feel crapp about themselves, it is clear Beyoncé aimed to celebrate and empower women with her performance. Many of her other performances and songs have also aimed to do this. "Run the World (Girls)" celebrates the idea of powerful women and praises women for both raising children and holding careers. The music video for the song focuses on a group of powerful women of color, dominating the world, reducing the men around them to cowering behind body shields. "If I Were a Boy" actually deals with the double standards women face compared to men. Anthems like "Survivor" focus on

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women recovering and becoming stronger after being treated badly by men.

The fact is Beyoncé uses her pop star fame and riches to employ fellow women of color in careers and positions they do not usually get to enjoy. This shows she is willing to put her money where her mouth is. She is undoubtedly a smart, autonomous woman who is trying to use her career to empower other women. Yet because she is wearing the equivalent of a bathing suit on stage, all of this gets glossed over.

Indeed, it is time to accept Beyoncé has a right to be confident in her sexuality and body. How people choose to react to that is entirely up to them. Condemning Beyoncé for baring her body is puritanical. It is true all Beyoncé's performance cannot necessarily be completely separated from society's "sex sells" mentality, especially since all the women involved in the performance had body types considered the cultural ideal.

But it is society that should be criticized for promoting such an ideal, not the

women trying to make it in society. And ultimately, the best way to turn the tables on society is to not fall into the trap of focusing on the perceived sexual aesthetics of Beyoncé's performance, rather the substance of it — the women playing instruments, the goddess Durga descending down and overall message Beyoncé was trying to send.

Beyoncé has sold more than 75 million records worldwide as a solo artist, making her one of the best-selling artists of all time. She has also won 17 Grammy awards, which makes her one of the most honored female artists to date. She has inspired several female artists, including Rihanna and Lady Gaga. Obviously, Beyoncé has a huge impact on pop culture, and if she chooses to go even further advocating female empowerment, she could have a huge impact on women as a whole.

Hopefully if Beyoncé does choose to do that, society will actually focus on what she is saying rather than what she's wearing.