

## **CareerBuilder.com Builds Job Matching Applications on Facebook Platform - Career Expert Offers Tips for Creating an Employer-Friendly Profile -**

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If Facebook users don't have time to look for a job, CareerBuilder will do it for them. CareerBuilder.com, the U.S.'s largest online job site, announced it is now offering job and internship matching applications on Facebook Platform. Users who add the CareerBuilder applications, launched this week, will receive continuously updated job and internship listings that are aligned with the information found in their profiles. Users can apply to positions directly or access a link to search for more jobs on the CareerBuilder.com Web site.

CareerBuilder.com's smart technology scans the Facebook user's profile for information such as major in school, hometown and network and then matches it with the most relevant jobs available in its database of over 1.5 million. CBcampus.com, CareerBuilder.com's college job and internship search site, also provides an internship matching application for college students who aren't quite ready for a full-time, permanent position. For both the job and internship matching applications, when users bring up their profiles, they can view opportunities in their own backyard or other locations and share job opportunities with Facebook friends.

"Facebook has more than 36 million active users and is the sixth-most trafficked site in the U.S.," said Richard Castellini, Vice President of Consumer Marketing at CareerBuilder.com. "Building a job matching application on Facebook Platform enables CareerBuilder to interface with a large, highly interactive community dominated by users who are choosing and building career paths. We are making the job search process easier and more convenient for Facebook users while providing employers with a unique way to market their job openings."

Facebook users can find the applications at the following pages:

Find A Better Job Application:

<http://apps.facebook.com/careerbuilderjobs/>

CBcampus.com Internship Application:

<http://apps.facebook.com/cbcampus/>

As with any information shared over the Internet, Castellini warns that Facebook users should be mindful of what they include in their profiles. A CareerBuilder study of 1,150 hiring managers found one-in-ten (12 percent) said they have used social networking sites to screen job candidates. Of these hiring managers, the majority (63 percent) did not hire the person based on what they found.

Castellini recommends the following to make your profile employer-friendly:

1. Promote yourself. Employers often look at profiles to get a better sense of the candidate's talents and fit within the company culture. Use your profile to showcase your creativity and contributions. Highlight achievements and awards, post things you've written or designed, include community or volunteer activities or other pertinent information.
2. Have no regrets. Don't post anything on your profile or your friends' profiles you wouldn't want a prospective employer to see. Derogatory comments, risqué photos, foul language and lewd jokes all will be viewed as a reflection of your character.
3. Be discreet. If your network offers the option, consider setting your profile to "private," so that it is viewable only by friends of your choosing. And since you can't control what other people say on your site, you may want to use the "block comments" feature.

About CareerBuilder.com

CareerBuilder.com is the nation's largest online job site with more than 22 million unique visitors and over 1.5 million jobs. Owned by Gannett Co., Inc. , Tribune Company , The McClatchy Company and Microsoft Corp. , the company offers a vast online and print network to help job seekers connect with employers. CareerBuilder.com

powers the career centers for more than 1,100 partners, including 150 newspapers and leading portals such as America Online and MSN. More than 300,000 employers take advantage of CareerBuilder.com's easy job postings, 23 million-plus resumes, Diversity Channel and more. CareerBuilder.com and its subsidiaries operate in the U.S., Europe, Canada and Asia. For more information, visit <http://www.careerbuilder.com/>.

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Media Contact:

Jennifer Sullivan

773-527-1164

Jennifer.Sullivan@careerbuilder.com

First Call Analyst:

FCMN Contact:

SOURCE: CareerBuilder.com

CONTACT: Jennifer Sullivan of CareerBuilder.com, +1-773-527-1164,

Jennifer.Sullivan@careerbuilder.com

Web site: <http://www.careerbuilder.com/>

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