ABSTRACT

The rapid development of social media has influenced the recruitment process. In recent years, there has been an increase in the number of recruiters using social media to check job candidates in the recruitment process. Cybervetting or employee vetting refers to activities of searching and checking a candidate's background on the internet. In the recruitment process, recruiters not only need personal branding on paper, but also on the internet. This means that job candidates cannot rely solely on their resumes, but they also need to manage their digital reputation. LinkedIn is the most widely used social media for cybervetting. This qualitative study examines how undergraduate students form personal branding on their LinkedIn accounts to meet the cybervetting phenomenon, using eleven authentic and effective personal branding criterias. It was found that undergraduate students create a positioning personal brand by combining their educational background with their interests or fields of expertise. Recruiters state that, from a recruiter's point of view, the most important criteria for undergraduate students in building personal branding for cybervetting are work experience, visibility, and specialization. Meanwhile, personal branding expert argue that goodwill, visibility, and performance are the criteria that undergraduate students should have in building personal branding.

Keywords: personal branding, LinkedIn, undergraduate student