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99% HAVE FAILED TO SOLVE THIS

$$6-1 \times 0 + 2 \div 2 = ?$$

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## The Fund to End OPS (Over-Posting Syndrome)

Many of us in the work world have transitioned from spending time on Facebook to spending time on LinkedIn. It's a much better use of our time anyway, right? It can be, for those seeking a new job or career or those in HR and recruiting. But be aware of posting too often, expressing strong opinions on non-work topics (and even some work-related topics), and falling victim to these decidedly Facebook-worthy puzzle posts.

I had a client recently who gave me permission to share his story. He learned he did not get an interview he was qualified to have because the interviewer reviewed his LinkedIn activity and determined it was less than professional. I reviewed his "Recent Activity" page (which is available to any user on LinkedIn, to review your recent activity. See for yourself in

the image below – I marked where to find it.)

It didn't strike me as at all unprofessional, but he did post 5-10 times in one day, then was inactive for several days at a time. Then another 10-15 posts in one day. And when I say "posts" I mean he "liked" someone's status, he commented on a status such as "Nice job!" And he had a few of these puzzle answers too.

All I could figure is that to this particular interviewer, he thought my client was spending too much time on social media, and it wasn't productive time. That's pretty subjective, in my opinion.

In the end, it doesn't matter what I think or if it was wrong or unjustified. He didn't get the interview and was lucky enough to get this feedback.

It's frustrating to me as a coach because I work with most of my clients to develop a communication strategy for posting on social media. And it includes things like offering best wishes to someone on their work anniversary and congratulating people on new jobs. But not everyone, only those who support the objectives of my client. Otherwise, it could turn into Facebook and take up 27 hours of your day. It has proven to be an effective strategy when targeting a company you want to work for or staying top of mind after an interview. However, I will admit, I did not tell my clients that they should not post more than X number of times per day.

However, I will stand by my recommendations and say it doesn't matter how many times you post per day, as long as it serves your strategy. If you are targeting more than one company, then you may need to focus on one company one day and one company another day. And will anything you post turn off anyone who might have a job for you out there? If so, is it still worth it to post it?

LinkedIn should continue to be a part of every professional's communication strategy and career management goals. But use it wisely and just enough to achieve your objectives.

Did you happen to notice this website? Are you surprised it's an unknown job portal site? I'm not. This innocuous puzzle is really an ad in disguise.

You can "View Recent Activity" of nearly anyone on LinkedIn by clicking the down arrow to the right of the "Send a Message" or "Send **NAME** InMail" box. Try it on your own profile. If you see this message, and you are actively job seeking or wanting to network, then you are doing it wrong! Keep reading on how to do it right!

This user hasn't had any activity over the last two weeks.

My answer appears here, and anyone can see it.

