

# ONLINE CURRENTS

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Participation in social networking websites has significantly increased in recent years. Sites including LinkedIn, Facebook, Twitter and similar online environments enable an individual to create a personal online profile and share it with friends, colleagues and strangers. This article describes how a member of social and professional networking sites can utilise these forums to share industry knowledge and work-related information, in an effort to build a positive reputation for job recruiters. The author discusses the importance of a user's online profile, and includes recommendations for creating a strong image for colleagues and potential employers. Information on search facilities for locating job listings on LinkedIn and Twitter is also included. ....	128
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    - <sup>2</sup> Hayton, n 1, p 286.
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    - <sup>3</sup> Trindade R and Smith R, “Modernising Australian Merger Analysis” (2007) 35 ABLR 358.
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