


# How is your Klout? What impact does it have on your job search?

Some of you may have stumbled upon a fairly new site called  [Klout](#)

To some degree the concept has legs as many of us continue to grow our online personal brands. In theory the site works as a personal branding barometer that measures your influence – hence the name. It aggregates all the content about you from LinkedIn, Twitter, Facebook, your blog etc to give you a Klout rating. It seems that the site is increasingly being used as a reference tool by recruiters. Whether this is a valid thing to do in my view is questionable.

For instance, when it comes to work and job seeking, how much relevance does / should your Facebook content have? Secondly, as I have discovered, not being on the computer these past few months (due to a new born) my Klout is rather pitiful. This is the case even though over the years I have created a lot of content via my site, blog, Twitter and LinkedIn. It seems your content has to be super current to ensure you have a decent Klout score. I question then if Klout is more about quantity than quality!

There are certainly some positives about Klout and it is worth exploring.

**How valid a screening tool is it for those recruiting – I am not sure. What are your views?**