

# Find a Nanny Job Using Online Resources



*Presented by*

Kathleen Webb

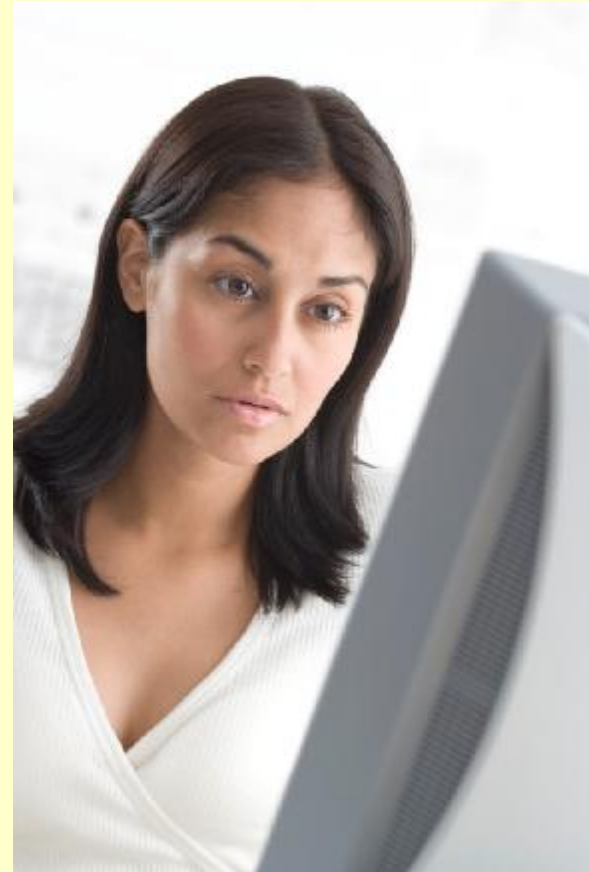
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Kathleen M Webb  
HomeWork Solutions, Inc.

# Why do families look online?

- ✓ Save \$\$ on Agency Fees
- ✓ Immediate need – right now!
- ✓ Bad agency experience
- ✓ “Been there, done that!  
I can do it myself!”



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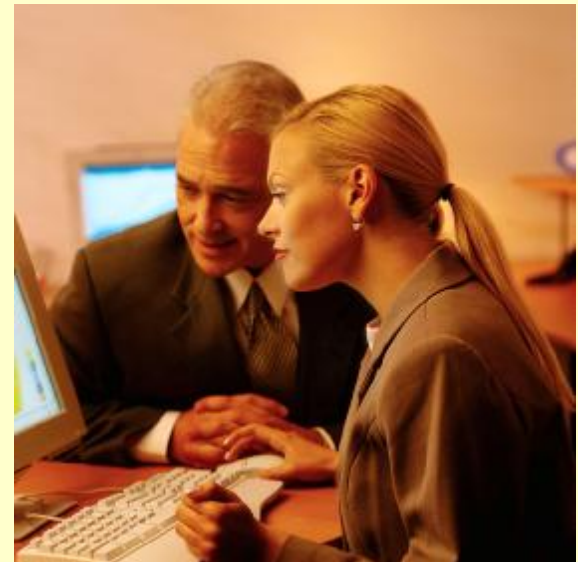
# Why Do Families Look Online?

- ✓ Special needs – shift work, children requiring non-standard care.
- ✓ Testing the waters – “We will try this before we go with an agency”
- ✓ Temporary needs
- ✓ No agencies in their communities



# Characteristics of Online Search

- ✓ Either or both parties may be novices.
- ✓ No intermediary to filter or refine needs.
- ✓ No intermediary in negotiations.
- ✓ **PERSONAL RESPONSIBILITY** – family & nanny must rely on their own skills and instincts.



# Tips: Marketing Yourself Online

- ✓ Your Online Profile
  - Paint a picture of yourself using words**
  - ✓ Convey enthusiasm
  - ✓ Display confidence
  - ✓ Describe your core competencies
  - ✓ Market your achievements
  - ✓ Highlight prior experience
  - ✓ Avoid building your own barriers



# Tips: Marketing Yourself Online

- ✓ **Your e-mail communications**
  - ✓ Set the tone for the evaluation process
  - ✓ Display interest, ask questions
  - ✓ Communicate your ‘must haves’
  - ✓ Chatty is fine, but don’t run on and on and on
  - ✓ Maintain confidentiality



# Tips: Marketing Yourself Online

## ✓ E-mail honesty and ethics

- ✓ Absolute honesty is an ethical imperative.
- ✓ Resist exaggeration
- ✓ Have a prepared resume available



# Tips: Marketing Yourself Online

## ✓ References

- ✓ Appropriate after an interview when an offer is expected or extended.
- ✓ Request permission before giving out personal information.



# Tips: Marketing Yourself Online

## ✓ Practice *Netiquette*

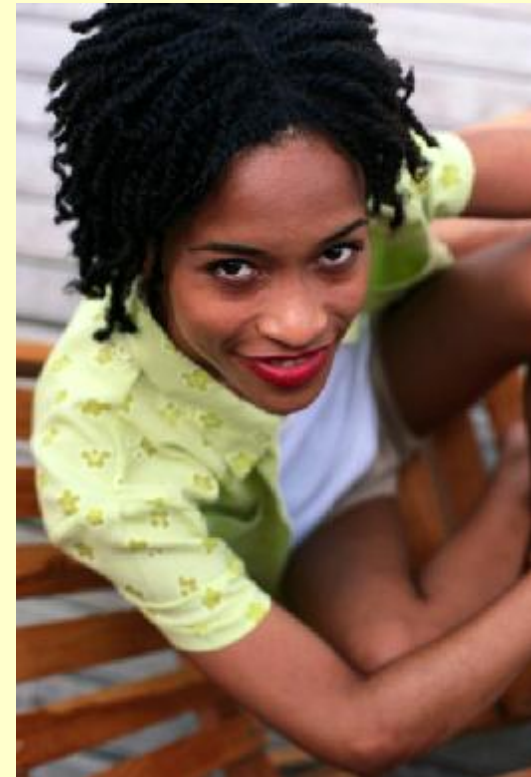
*Netiquette is a set of rules for behaving properly online.*

- ✓ #1 Remember these are real people!
- ✓ #2 Grammar & spelling count.
- ✓ #3 **DON'T SHOUT!**
- ✓ #4 Smileys or emoticons in moderation are fine :-)
- ✓ #5 Keep communications short and concise – respect the reader's time.

# Tips: Marketing Yourself Online

## ✓ Your Online Identity Sends a Message

- ✓ Email addresses:  
sexyhottie@gmail.com vs.  
k\_webb@gmail.com
- ✓ Facebook postings
- ✓ MySpace postings
- ✓ Public bulletin board postings
- ✓ 26% of employers use search engines and social networking sites to pre-screen applicants.



# Choosing a Nanny Job Site

- ✓ **Explore multiple venues and evaluate**
  - ✓ Do they collect the right information?
  - ✓ Do they protect everyone's privacy?
  - ✓ Do they explain the process?
  - ✓ Up to date?
  - ✓ Display appropriate help and concern for nannies as well as families?



# Your Safety Online

- ✓ Scams – know the red flags!
  - ✓ Family offers to hire you without interviewing
  - ✓ Family offers you money in advance
  - ✓ ANY references to a cruise ship
  - ✓ ANY references to Africa
  - ✓ ANY references to textile importing or fashion boutique
  - ✓ AMAZING salaries or work conditions. without an interview!



**<https://www.4nannies.com/info/Nanny-Scams.cfm>**

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# Your Safety Online

## ✓ Protect yourself from identity theft

- ✓ A family does not need your SSN until after they have offered and you have accepted a job.
- ✓ Your name, SSN and DOB are required for background checks and payroll processing.
- ✓ A family should never specify a bank for you to use.



# Your Safety Online

- ✓ Protect your former charges!
  - ✓ Respect your references and maintain confidentiality.
  - ✓ Don't give your former charges names and/or identifying details about their lives to interviewing families.
  - ✓ Don't give your former employer's address.
  - ✓ Respect privacy and sensibilities.



# Your Safety: Interviewing

## *Why be concerned?*

- ✓ In person interviews are the ideal way to evaluate a potential match.
- ✓ You are complete strangers to each other, knowing only what you have been told by the other party!
- ✓ Online predators are a fact of cyber-life.



# Your Safety: Interviewing

- ✓ Write down family's name and address and leave with a trusted friend or family member.
- ✓ Use GoogleMaps or other online tool – is this a residential address?
- ✓ If initial meeting is in a public place, don't follow back to family home without keeping your friend informed of your activities.



# Your Success: Interviewing

- ✓ Prepare!
- ✓ Be prompt!
- ✓ Appropriate grooming!
- ✓ Ask questions, show interest, follow up.
- ✓ Interact with children as well as parents.
- ✓ Be warm, forthcoming, but respect boundaries.

<https://www.4nannies.com/info/NannyJobInterview.cfm>

# Negotiating Work Agreement

- ✓ Direct family: nanny negotiation – no intermediaries!
- ✓ Educate yourself first!
- ✓ Cover ALL important employment conditions.



<https://www.4nannies.com/forms/workagreement.pdf>

# Your Success: Work Agreement

- ✓ Know compensation levels of the local job market.
- ✓ Be realistic defining job duties.
- ✓ Define “light housekeeping”
- ✓ Define “meal preparation”
- ✓ Beware of job creep

# Work Agreement: Wages

- ✓ State as an hourly wage
- ✓ Consider establishing a weekly guaranteed compensation figure.
- ✓ Establish pay day. If a lag (pay period ends Friday, you are paid the following Friday) state this in agreement.
- ✓ Spell out tax treatment. Don't assume!



# Work Agreement: Schedule

- ✓ What days?
- ✓ What hours?
- ✓ Is overtime occasionally required?
- ✓ Is overnight care required? If so, how compensated?
- ✓ Travel with family?
- ✓ Notification of changes to schedule.



**Keep a time card!**

# Work Agreement: Benefits

- ✓ Sick, vacation, personal and bereavement time off.
- ✓ How scheduled? Often one week coincides with family vacation.
- ✓ Paid holidays – spell them out!
- ✓ Insurance
- ✓ Retirement savings



# Work Agreement: House Rules

- ✓ A consideration of both live in and live out nannies.
- ✓ Smoking, alcohol use
- ✓ Nanny's visitors
- ✓ Security
- ✓ Play dates



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# Work Agreement: Automobile Use

- ✓ Whose vehicle – yours or theirs?
- ✓ What about car seats?
- ✓ Mileage reimbursement?
- ✓ Insurance requirements?



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# Work Agreement: Termination

- ✓ Define termination notice on both sides.
- ✓ Define pay in lieu of notice.
- ✓ Know the law and employment at will

# Confidentiality Clause

- ✓ Protects the family
- ✓ Not just for the rich and famous
- ✓ Don't take it personally!



*During the course of your employment, you may legitimately see, hear or otherwise become privy to information about our family. It is understood and agreed that all information relating to the parents, including but not limited to financial, household or career, is confidential information which may not be disclosed to anyone without the written consent of the undersigned parents. It is also understood that a failure to abide by this agreement may, at the parent's discretion, result in immediate termination.*

# Background Checks

- ✓ Family foolish to hire without one.
- ✓ They cost \$\$
- ✓ You might consider checking the family too – Sex Offender Registries in particular.
- ✓ *You* should ask to talk to former employees or day care providers.



# Background Checks: What?

- ✓ Pre-employment background checks covered by Fair Credit Reporting Act
- ✓ Requires the signed consent of the applicant!
- ✓ Disclose problems in advance!



# Background Checks: What?

## ✓ Social Security Number Trace

- ✓ Is the SSN valid?
- ✓ Where, when issued?
- ✓ Addresses known for prior 7 years
- ✓ Names associated with SSN

**This *IS* legally a Consumer Credit Report,  
but it is not a report of your credit history.**

# Background Checks: What?

- ✓ Criminal Records Check
- ✓ Driving Records Check
  - ✓ Is the DL valid?
  - ✓ History of accidents and violations
- ✓ Sex Offender Registry Checks

# Background Checks: What?

- ✓ What about Credit Checks?
  - ✓ Law restricts employer access
  - ✓ Credit bureaus restrict access
  - ✓ Less and less common in nanny hires
  - ✓ NOT offered by 4nannies.com

# Summary

- ✓ Accept personal responsibility!
- ✓ Trust but verify!
- ✓ Be prepared with resume and references.
- ✓ Put your best foot forward.
- ✓ Act professionally to be treated professionally.



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