

ABSTRACT

Facebook (FB) is a ubiquitous category of web 2.0 technology that has embedded itself in the present day reality of people worldwide. It represents the constantly evolving online environment and brings to light the associated implications of synthesising people's online private and work life. FB can act as a platform for employees to create and manage the impressions formed of them in their work context. On the backdrop of the social capital theory, this research explored the relationships between *FB experience*, *perceptions of FB privacy* and *FB career impression management (FB CIM)* and specifically whether *perceptions of FB privacy* moderated the impact of *FB experience* on *FB CIM*. Phase 1 was concerned with creating reliable scales through the implementation of a pilot study. Phase 2 initiated the main study with a convenience sample of 217 respondents, made up of FB users and non- users, recruited online on social networking sites and within a South African based IT organisation. They completed an online survey consisting of biographical information; *FB experience*, *perceptions of FB privacy* and *FB CIM* items (self-developed scales). From the analyses conducted it was found that the constructed scales were reliable, with co-efficient alpha's yielding scores of above 0.6; and structurally valid as seen with the factor analyses. It was found that younger respondents experienced higher *FB experience* than older respondents ($r=-0.39$). *FB experience* was related to *perceptions of FB privacy* with an increase in *FB experience* being related to increased levels of *trust* ($r=0.16$) (part of the *perceptions of FB privacy* subscale). *FB experience* was associated with increased *FB CIM* activities (*self-monitoring* $r=0.26$; *work relations* $r=0.23$) with *FB experience* being the strongest predictor of *FB CIM*. As such *FB experience* and one's *perceived* importance of *FB privacy* may have an influence on the degree to which one actively engages in *FB CIM*.