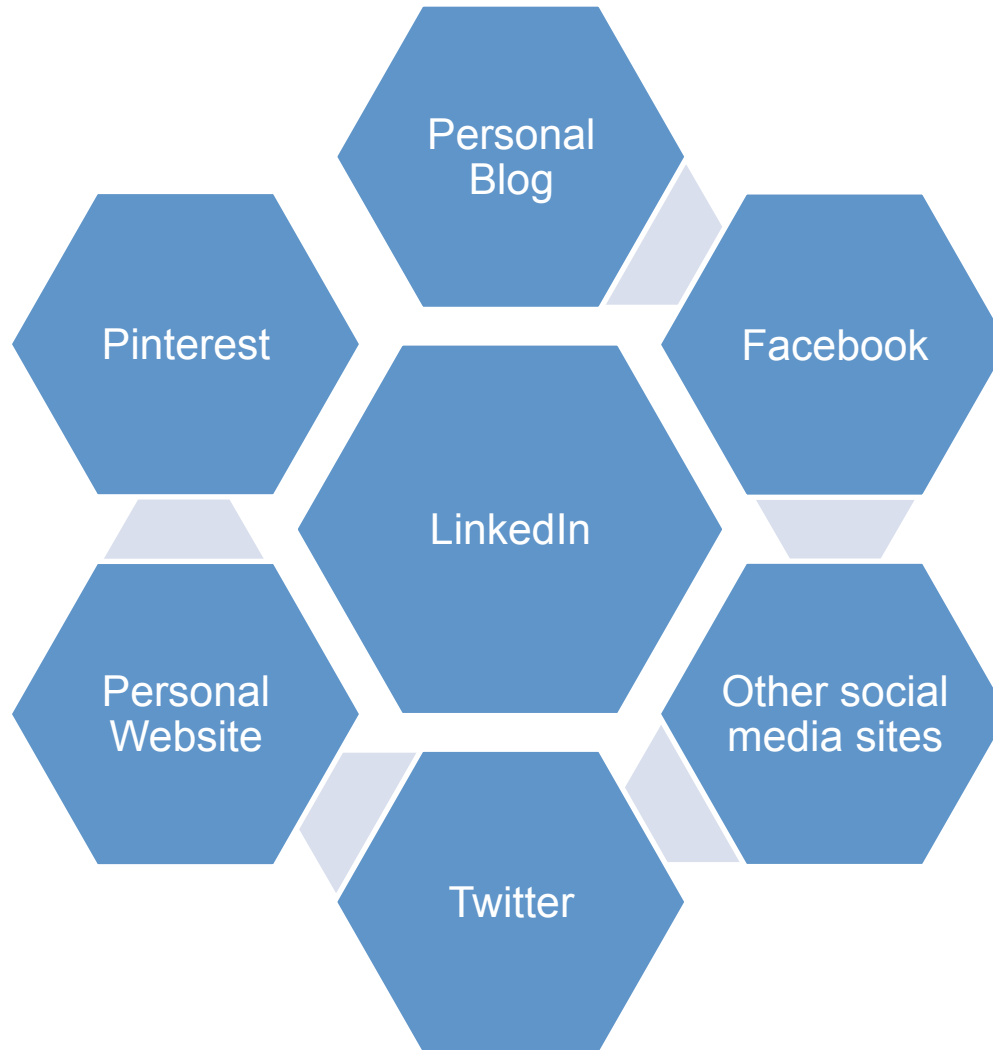




Using Social Media in Your Job Search

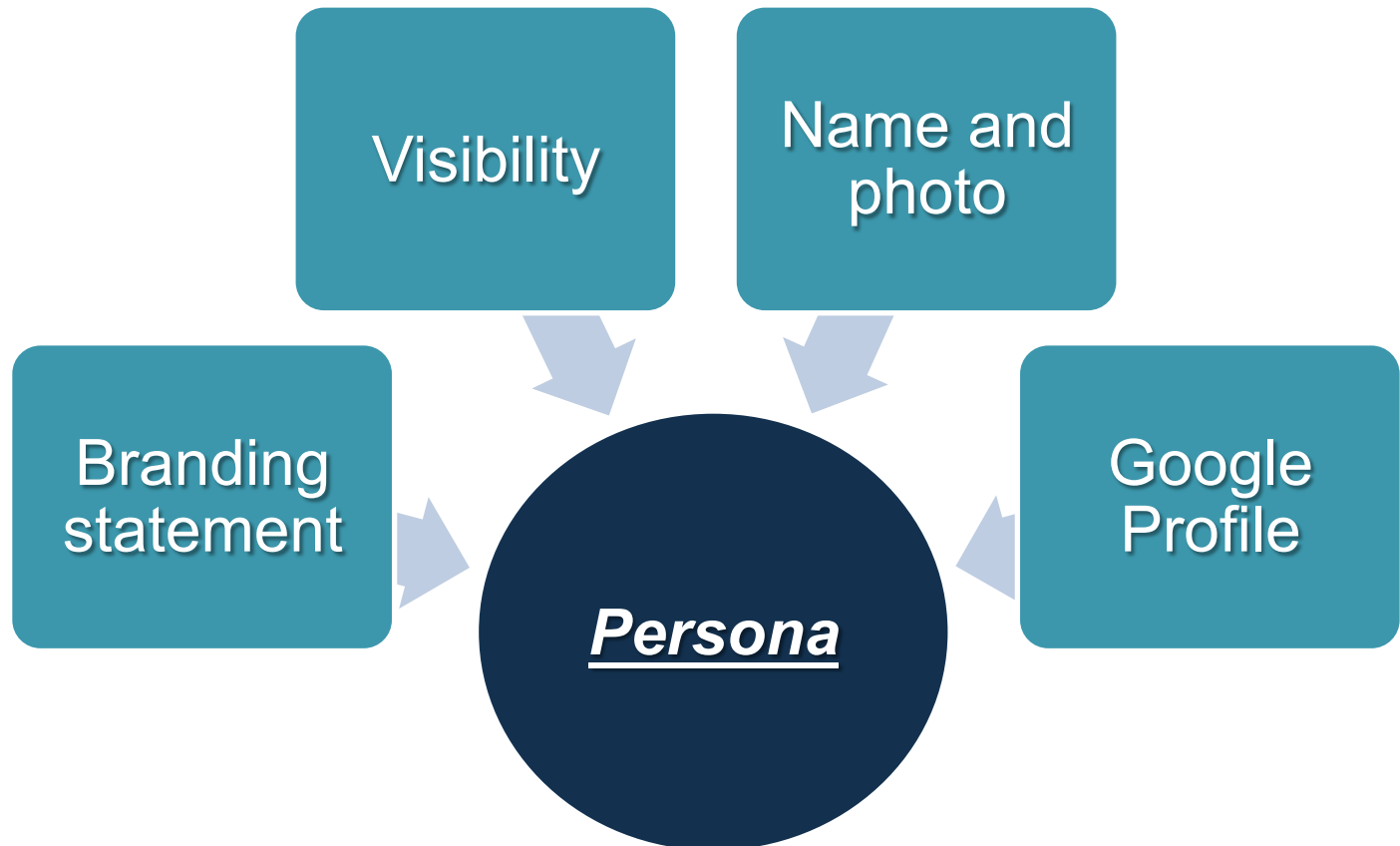
Courtesy of the National Association of Colleges and Employers

Popular Social Media



Google Yourself

- Do you have a consistent social media persona?



Preparing to Use Social Media

- Develop a professional and consistent web presence using identical information:
 - Name
 - Message/branding statement
 - Google Profile
 - Photo
 - Visibility

Name and Photo

- **Name**

- Use the same form of your name for all social media.
- If you have a common name, you may also want to use your middle name, middle initial, or unique nickname.

- **Profile Photo**

- A photo is expected to accompany social media profiles; its absence may raise questions.
- Choose a picture that fits the positions you aspire to fill.
- Use the same picture across social media platforms.

Branding Statement

- A one- to two- sentence “headline” that captures who you are/what goals you plan to pursue.
- Can be used for interview question: “Tell me about yourself. Also useful for business cards and cover letters.
- What to say in your statement*:
 - Who you are – your current situation.
 - What you have accomplished in your academic or work life.
 - Your goals – what you are currently aiming toward?

Example: I am a top-ranked senior, majoring in anthropology with internship experience in criminal investigation. A master’s in criminology and enrollment in the police academy are the keys to my future plans.

More Branding Statements

- Successful small business owner with academic background in finance. Interested in leveraging entrepreneurial skills in financial consulting.
- Published writer with majors in professional writing and communications. Looking to apply expertise in crafting precise prose to corporate marketing.
- Double major in political science and Spanish with two international internships working with NGOs in Argentina and Spain. My goal is work for the U.S. government.

Internet Visibility

- Complete your profile for all social media sites you join!
- Post frequent updates on your status related to your job search; keep all information up to date.
- Post diverse content that goes beyond self-advertisement, such as a quote, a question, something you observed, an insight, a recommendation, and links to articles of interest, videos, or books.
- Subscribe to updates of industry leaders and other relevant figures and comment on their updates.
- Aim for a high score on KLOUT (klout.com), a website that monitors and scores your online presence.

Google Profile

Google Profile (google.com/profiles)

- One of the first sites that pops up in a Google search.
- Provides public information... almost like a social media calling card.
- Can link to all your social media sites.
- Easy to create, edit, and update.
- Adds to a consistent Internet presence.

Popular Social Media

LinkedIn

Facebook

Twitter

Personal Blogs

Personal
Website

Pinterest

Others

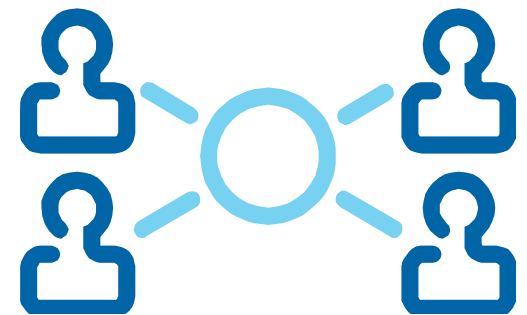
Facebook and Your Job Search

- Currently evolving from a strictly social network to include an interactive job board that aggregates over a million job openings. Company/Fan Pages provide additional career information.
- Using Facebook for job search purposes requires that you re-visit your profile to make sure it is professional; fill out the “About You” information with academic and career details; be sure to include your professional photo and branding statement; manage your privacy settings!
- Join and monitor your university’s Facebook groups for job information.
- Post the progress of your job search and query friends for job-related information, suggestions, and contacts.

LinkedIn and Your Job Search

LinkedIn is the premier social network for professionals.

- Profiles tend to rise to the top in a Google search.
- Fill out each and every section thoughtfully and completely with industry specific key words.
- Ask employers, colleagues, co-workers, classmates, friends, and teachers to join your network.
- Join industry-specific groups.
- Ask your connections for recommendations, and introductions to their contacts.
- Be active and engaged!
- Update at least once per week.
- New feature: Follow industry leaders.



Twitter and Your Job Search

- Take care in crafting your 160-character Twitter profile. Use your branding statement, standard photo, and name.
- Learn about hashtags, a single word or phrase beginning with # and having no spaces or punctuation. Use job-search-related hashtags: #job, #jobsearch, #career, #employment, #hire, etc. to talk about jobs.
- Use Twitter apps to keep up with hiring trends. Follow career and industry experts and learn about jobs. TwitJobSearch and TweetMyJobs will update you daily on jobs in your field of interest.
- Participate in job chats such as #jobhuntchat or #careerchat.

Pinterest and Your Job Search

- Create and share content with visually-oriented pinboards. Job seekers are using Pinterest to share resumes, work samples, and personal content.
- Requires a Twitter or Facebook profile to get started.
- Create a job-search pinboard and link it to all your social media accounts.
- What to pin? Instead of a full resume in one pin, create a board that represents different parts of your resume: Pictures of companies you've worked for, places you've volunteered, schools you've attended, etc.; use the text box to describe the importance of each image to your career.

Blogs and Your Job Search

- Blogs are informational sites on the web that anyone can start, concerning any topic of interest. Two prominent blog hosts: Word Press and Blog Spot.
- Starting and maintaining a blog dedicated to your career interests shows you are serious about your field and are able and willing to communicate what you know for the benefit of others.
- Blogs can help build your network and distinguish you from others. Your blogs can be linked to other social media; it may attract subscribers.

Professional Web Sites

- Create a multi-page professional website where you can display your resume, transcripts, term papers, philosophy, video, pictures, book reviews, work samples, and more.
 - Most allow you to create your own designs or provide templates to make the task easier.
- Google Sites and Wix are two of the hosts that allow you to create free websites.
 - Be sure to use your name as it appears professionally in all your social media for your website's title.

Unwritten Rules of Social Media

- Be professional on all social media: Understand and use privacy settings but err on the side of professionalism!
- Proofread all posts for spelling, punctuation, grammar and content.
- Be consistent in your social media presence.
- Be positive. Make your comments constructive.
- Be active and engaged on all social media platforms you join. Quality trumps quantity.
- Follow the specific rules of the social media networks in which you participate.
- Be respectful of people's time.
- Be willing to help others.

Review of Social Media

- Why is social media important for today's job search?
- What new information have you learned today that you will use in future job searches?
- What is the next step you will take in building and sharpening your Internet presence?