



Career Services

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Facebook

There has been a significant increase in Facebook users over the past few years. Some of these users are utilizing Facebook for professional and business networking, in addition to the social networking that Facebook is famous for.

Facebook Gifts and Widgets

Part of the difference is that on a LinkedIn profile there isn't anything other than professional information. With Facebook there's just so much other stuff - gifts you can send, friends you can poke, birthdays, parties and other events, and widgets and tools for countless other applications.

The Line Between Social and Professional Networking

That line between social and professional gets blurry and people are not sure how, and when, you should draw it, especially when you're job searching.

The key is to be careful. College students and young professionals who are using Facebook for professional networking need to be aware of the amount and type of information they are sharing. That said, many young professionals prefer using it for professional networking namely because it showcases you as a whole person. This is definitely an evolving issue, and since the opening of the Facebook world to outside developers, it will continue to be interesting to monitor.

Remember Facebook/MySpace are electronic diaries that you're willing to have the whole world look at, any time, any where. And, remember people can download your image, comments and save them for later distribution.

Tips For Using Facebook for Professional Networking

If you do decide to use the social networking sites for professional networking, here are some suggestions on how best to utilize it:

- First, make a decision whether to keep Facebook social or expand your use.
- If you decide to use Facebook for professional networking, take a close look at your Profile and decide what you want business contacts or prospective employers to see - and what you don't.
- Create a simple profile (or clean up with your existing one) with minimal graphics and widgets.
- Limit the photos you post.
- Post content relevant to your job search or career.
- Choose your Friends wisely. Remember your Friends can see information about your other Friends in your Profile.

Using Facebook for a job search

Notes - While most people do know everyone they are friends with on Facebook, they don't necessarily know or remember where each person works. And, they usually don't know where each of their friends work. So, posting a "note" on Facebook, explaining the situation, and what you are looking for is a good idea. A note tends to stay on people's screens longer than a status update, and you can write much more.

Status Update – You should frequently post status updates relating to your job search, to keep it top of mind that you are still looking for a job. Say things like "I had a great interview this morning... keep your fingers crossed!" or "I have a networking meeting later today with a company I'm really interested in!". Also write a status update with a link when you write a new blog post.

Notes for Blog Posts - Create a "note" for each blog post. As mentioned above, notes stay on people's screen's longer. Some people may be more likely to read it if the text is right there on the screen rather than having to click through to the blog. Also, if they comment on it on Facebook, it becomes even more viral.

Tag Your Friends - If you write a blog post that includes a reference to a friend on Facebook, tag them. That way, their friends will be alerted to your post, and your message will spread more quickly.

(Information adapted from <http://jobsearch.about.com>)