

## USING SOCIAL MEDIA TO JOB SEARCH

Did you know that social media can also be used to help land a job? We all know that Facebook allows us to connect with friends – but if used correctly, it, and other social media outlets can also help you:

- Gather information about career fields and specific companies
- Connect and network with people in your industry (Informational Interviews)
- Keep up to date on the latest career news and job trends
- AND search for actual job postings

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### WARNING!

Before starting your job search, make sure you clean up your online presence. Employers can and WILL “Google” your name before bringing you in for an interview.

According to a recent survey by Microsoft Corp., 79% of hiring managers have checked out an applicant’s online presence and this information is used in decision-making process of whether or not to hire. Of the 79% who research applicants, 70% of them have **NOT HIRED** someone based on what they find out about them online.

### Give it a try - **What comes up when you “Google” yourself?**

In addition to being aware of the image you are projecting of yourself online, you need to be careful about status updates and wall posts. **NEVER post negativity of any kind.** Employers will be turned off by posts complaining about a current job and/or supervisor, relationship troubles, rants and raves, etc.

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### LINKEDIN

LinkedIn’s purpose is to help professionals connect with each other, network, and share information. Therefore, it is one of the most effective ways to job search using social media.

Unlike Facebook, where your profile can contain countless amounts of personal information, your LinkedIn profile consists of information that would also be found on your resume. Instead of “friending” others, use LinkedIn to create “connections” with classmates, co-workers, supervisors, family, and close friends.

### To get the most out of using LinkedIn, make sure you:

- Complete your profile 100%
- Make meaningful connections with family, friends, co-workers, etc.
- Join relevant interest groups related to your industry, career goals, desired location
- Ask for recommendations from supervisors, former employers, professors, etc.
- Ask career-related questions and participate on discussion boards
- Conduct Informational Interviews

- Check out company profiles for information and job postings
- Check out the job postings
- Stay active

For more detailed information about LinkedIn and its uses, check out <http://learn.linkedin.com/>

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## **FACEBOOK**

Although it is primarily used to reconnect and stay in touch with people, it can also aid in the job search process. Let people know what you are up to by changing your status updates to career-related messages – this can include a status update highlighting the fact that you are looking for a particular type of internship or job. You never know who might know someone in the industry you are looking to break into.

Be sure to become a fan of the Career Services Facebook page at [www.facebook.com/careersgmc](http://www.facebook.com/careersgmc) to receive updates about job postings, events, programs, and helpful career tips and articles.

### **Be careful with what you post:**

- What does your profile say about you?
- What are you and your friends posting on each others' walls?
- Are you aware of your privacy settings?
- Would any of the information you present about yourself on Facebook raise red flags to a potential employer?

### **Tips for using Facebook for Job Searching and Professional Networking:**

- First, decide whether or not you want to keep Facebook solely for social purposes
  - If you decide you want to use Facebook in your job search, take a look at your Profile and decide what you would and would NOT want a potential employer to see about you
  - Create a clean and simple profile (or edit your existing one) to portray a professional image. Minimize wall posts, games, widgets, etc.
  - Join groups that are related to the career/job you want
  - Limit the photos you post and are tagged in
  - Post content and status updates that are relevant to your job search
  - Choose your friends wisely and be careful about what others' post on your wall
  - Be aware of your privacy settings. You can customize who can and cannot see your entire profile.
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## **TWITTER**

Is a microblogging site where users create an account and update their status as frequently as they like with “tweets” - concise statements of 140 characters or less.

### **How exactly can this help my job search, you ask?**

Companies with active Twitter accounts update with information about new products, events, and even job postings. There are also industry and region-specific accounts to follow. If you know you would like to work for a specific company, check to see if they have a Twitter account to find out the latest news and trends.

Although this should not be the only means of job searching, it could be a helpful tool for gathering information on current job trends.

Possible Twitter accounts to follow for general job updates:

- TweetaJob

- TwitJobSearch
  - JobsWSJ (Wall Street Journal)
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### **GENERAL SOCIAL MEDIA TIPS**

- Because there are so many sites out there, go for **QUALITY** over quantity. Choose 1-3 sites to dedicate to helping with your job search and use them to their full potential.
  - Create an online image that will impress potential employers with your knowledge, experience, and maturity...**NOT** your ability to party.
  - Don't just rely on social media, or any other method, to job search. An effective job search is one that combines online research, face-to-face networking, informational interviews, and social media.
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Schedule an individual appointment with a career counselor if you have questions about using social media and/or your job search.



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