THE OHIO STATE UNIVERSITY

COLLEGE OF ARTS AND SCIENCES

CAREER SUCCESS

Communities.
Connections.
asc-careersuccess.osu.edu

General Job Search Strategies

Building Your Professional Presence Online

Social media sites such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, and blogs can be a great resource for networking and establishing an online identity. By creating and maintaining professional profiles, you can connect with potential employers, highlight your skills and experiences, and build a professional brand that makes you stand out. To learn more about building a personal brand, check out the _Building Your Personal Brand_ tip sheet. You can also enhance your Handshake profile by incorporating your personal brand. Learn more about building your Handshake profile by reading the Creating an Effective Profile in Handshake tip sheet.

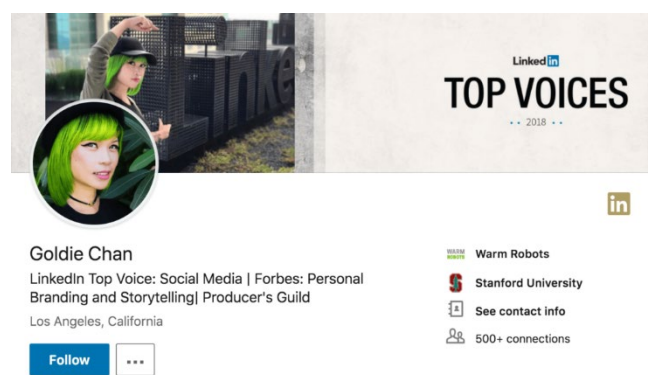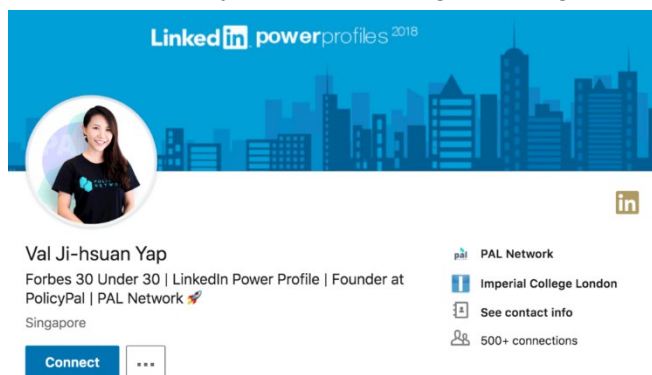**Applicable Career Communities:**

Where to Start

- **Choose an appropriate photo.**

  Dress in professional attire and choose a high-quality image. Pick a photo with a high pixel count. When the image is scaled down, it will result in fewer artifacts. This is the first picture people will see of you. What do you want them to think?

- **Define yourself.**

  Write a profile headline that is clear, concise, and memorable (see examples below). Think of it as a personal slogan – you want people to remember it! Additional examples can be found here: https://brandyourself.com/blog/branding/linkedin-headline-examples/

Val Ji-hsuan Yap
Forbes 30 Under 30 | LinkedIn Power Profile | Founder at PolicyPal | PAL Network 🚀
Singapore

[Connect] [...]

PAL Network
Imperial College London
See contact info
500+ connections

Goldie Chan
LinkedIn Top Voice: Social Media | Forbes: Personal Branding and Storytelling| Producer's Guild
Los Angeles, California

[Follow] [...]

Warm Robots
Stanford University
See contact info
500+ connections

- **Highlight your skills.**

  Share your work! Post writing samples, link users to your professional website or blog, share documentaries or videos you directed, or post images of your artwork.

**Want more?** _Connect with your Career Coach for personalized job search strategies!_
🐦 @ASCCareerSuccess   📷 @ASCCareerSucess   #ASCCareerSuccess
Career Success | 100 Denney Hall, 164 Annie & John Glenn Ave | (614) 292-6961 | asc-careersuccess.osu.edu | asccarer@osu.edu

THE OHIO STATE UNIVERSITY

COLLEGE OF ARTS AND SCIENCES

CAREER SUCCESS

Communities.
Connections.
asc-careersuccess.osu.edu

Now what?

You've established an online identity that is clear and memorable. Now what?

- **Connect.**
  Add or follow professionals in your area of interest. To find professional associations in your field of study, check out Career One Stop's Professional Association Finder:
  https://www.careeronestop.org/credentials/toolkit/find-professional-associations.aspx
  Networking is one of the best ways to learn about job and internship openings and to obtain general career advice.
- **Add value.**
  Update your status with current news in your field of interest. Tweet interesting articles. Share your own work and thoughts – just remember to keep it professional!
- **Update.**
  Continue to update your profile. Each semester, add information about your accomplishments in and outside of the classroom and the new skills you've learned.

How Should I Use These Sites?

- *Instagram (www.instagram.com)*
  - o *Create a professional page.* If you are interested in having a consistent professional Instagram page for career and networking purposes, it is best to have separate accounts for personal use and professional use.
  - o *Optimize your profile.* Utilize the same or a similar profile photo across all social media accounts to create consistency.
  - o *Develop compelling content.* It is important to create compelling and professional content to engage the individuals in your network. Consider posting about your work, classes, side gigs, and other projects that you are completing.
  - o *Be mindful of privacy.* Your professional account should be public so that you can connect with other professionals for networking.
  - o *Use hashtags.* Use hashtags so that your photos will show up in searches. Some common hashtags for job searchers include: #jobsearch, #jobhunt, #resume, #networking, #hireme
  - o *Follow companies and recruiters.* Stay up to date with your dream employers and other industry influencers.
- **Twitter (www.twitter.com)**
  - o *Follow companies and people that interest you.* Remember that viewers can see who you follow, so this tactic allows potential employers to learn about your interests and values.
  - o *Retweet!* It's a great way to share interesting content and connect with other students and professionals.
  - o *Ask questions.* Twitter is great for getting feedback and opinions. Looking for a marketing internship in Dublin, Ohio? Ask your followers if they know of any opportunities.
  - o *Use hashtags.* The search bar filters content by using keywords and hashtags. By using the right combination of words, users will be able to easily find your posts. Generate conversation by asking your followers to add a tag to a specific topic. For example, if you wanted to discuss

Want more? *Connect with your Career Coach for personalized job search strategies!*
@ASCareerSuccess   @ASCCareerSucess   #ASCCareerSuccess
Career Success | 100 Denney Hall, 164 Annie & John Glenn Ave | (614) 292-6961 | asc-careersuccess.osu.edu | asccarer@osu.edu

solutions to conserving energy, you might create a #goinggreen tag. Your post will show up for anyone who searches "going green."

- o **Learn to use URL shortening tools.** You've found an awesome article you'd like to share but the URL is over 140 characters – what now? Sites like TinyURL (http://tinyurl.com/) and go.osu (http://go.osu.edu/) will allow you to post links while staying within the character restraints.

- **LinkedIn (www.linkedin.com)**
  - o **Highlight your skills and achievements.** Continue to update your profile so that it accurately reflects all of your areas of expertise. Have you recently learned HTML or CSS? Add that to your "Skills & Expertise" section.
  - o **Make connections:** As you request to connect with other professionals, always be sure to write a message in your connection request. For example:

    Hello [Name],

    I hope you're having a great week!

    My name is [Your name], and I work as [Position] at [Company]. I became familiar with your work when [how you discovered this person] and wanted to reach out to tell you how much I admire your [skill or specific experience].

    If you're open to it, I'd love to [grab coffee/connect on LinkedIn/other opportunity to get to know each other] to [keep in touch/learn more about your experience].

    Really looking forward to keeping in touch, [Name]!

    Best,

    [Your name]

  - o **Request recommendations.** Ask past and present employers to write a recommendation for you to include on your page.
  - o **Join groups.** Join industry, alumni, and personal interest groups and actively participate in discussions. This is a great way to begin networking with like-minded people.
  - o **Search for opportunities.** Use the "Jobs" tab to look for jobs and internships in your field.
  - o **Network.** Add connections to people you know, and search for people who have a job similar to what you want to do so you can begin to connect.
- **Pinterest (www.pinterest.com)**
  - o **Search for jobs.** Use keywords like "hiring," "human resources," "college relations," and "recruiting" to find employers using Pinterest to recruit.
  - o **Create a portfolio board.** Post examples of your work to share with peers and potential employers.
  - o **Create a resume board.** Pin pictures related to your schooling and experiences to create a visual representation of your resume. Interning for an event planner? Pin pictures of a

Want more? *Connect with your Career Coach for personalized job search strategies!*
🐦 @ASCCareerSuccess   📷 @ASCCareerSucess   #ASCCareerSuccess
Career Success | 100 Denney Hall, 164 Annie & John Glenn Ave | (614) 292-6961 | asc-careersuccess.osu.edu | asccarer@osu.edu

THE OHIO STATE UNIVERSITY

COLLEGE OF ARTS AND SCIENCES

CAREER SUCCESS

Communities.
Connections.
asc-careersuccess.osu.edu

wedding you worked on. Serving as the president of a student organization? Consider including pictures from the team-building retreat you implemented.

- o ***Show off your creativity.*** Because of its visual focus, individuals seeking employment in a creative field can use boards to stand out. Use them to tell a story or grab an employer's attention.
- o ***Use the text box.*** Be sure to explain how the pictures you pin relate to you as a professional.
- o ***Follow employers you wish to work for.*** By exploring company pins, you can get an idea of their corporate culture and marketing techniques.
- **Blog/Website**
  - o ***Develop content that is both meaningful and professional.*** By doing so, you will allow other professionals the opportunity to develop a stronger connection to you and your brand. Have a passion for baking and want to get involved in the industry? Post pictures and descriptions of your sweet treats.
  - o ***Refine your "About" section.*** Craft your "About Me" so that viewers get a good sense of who you are, what you are about, and what kind of opportunities you are looking for.
  - o ***Include your resume.*** This is a great way for potential employers to find out about your qualifications. Add a "Resume" tab and highlight your skills. If your site is public, you may want to consider taking off information that is too personal (e.g., address, phone number).
  - o ***Respond to comments and questions.*** Actively monitoring and responding to comments will promote discussion and keep your viewers feeling connected to you.
  - o ***Additional Tips:*** Check out sites like WordPress (www.wordpress.com) and Tumblr (www.tumblr.com) to start your own blog for free. If you're interested in creating your own website and purchasing a domain, you might consider 1&1 (www.1and1. com) or A Small Orange (http://asmallorange.com/). There are plenty of places to begin a blog or website. Do your research and find what best fits your needs! You can get started with u.osu.edu and check out the _Creating a Portfolio on u.osu.edu_ tip sheet for more instructions.
- **Facebook (www.facebook.com)**
  - o ***Join groups.*** Join network, industry, and alumni groups to connect with others. Want to stay connected to your classmates and discover potential career opportunities? Search for "The Ohio State University Class of 20xx."
  - o ***Edit your info.*** Craft your About section so that it is an accurate representation of your professional brand and reflects what opportunities you are searching for.
  - o ***Share.*** Post content that is interesting and relates to fields that are important to you. Just saw a TED (ted.com) talk about how great leaders inspire action? Share it and begin a discussion with your peers.

General Advice

- **Utilize privacy settings.** Check your privacy settings to determine what information you are sharing is viewable to the public. Decide whether pieces of personal information should be private or public (address, phone number, email, etc.) and make adjustments accordingly. Settings often automatically change when sites are updated, so you'll want to double-check your controls during those times.

Want more? *Connect with your Career Coach for personalized job search strategies!*

@ASCareerSuccess   @ASCCareerSucess   #ASCCareerSuccess

Career Success | 100 Denney Hall, 164 Annie & John Glenn Ave | (614) 292-6961 | asc-careersuccess.osu.edu | asccarer@osu.edu

THE OHIO STATE UNIVERSITY

COLLEGE OF ARTS AND SCIENCES

Communities.
Connections.
asc-careersuccess.osu.edu

CAREER SUCCESS

- **Google yourself.** You may be surprised at the results! Be sure the information is appropriate. Employers often use search engines to find out more about potential candidates. If something shows up that you consider negative, you can pursue deleting the information from the original source. To help expedite the process, check out this help page from Google: https://support.google.com/webmasters/answer/7479439?hl=en. While there is no guarantee that you can delete unwanted content, these steps may help.
- **Set up a Google alert for your name.** Google alerts send you email updates of the latest relevant Google results. By placing an alert on your name, you will be notified when someone mentions you online. You can set up an alert at http://www. google.com/alerts. Add your name in quotes to the search box and then select how often you wish to be notified of updates.
- **Be careful about what you post.** It is important to be mindful about what you post anywhere online. If your name is attached to a forum comment or thread that is viewable to the public, potential recruiters might see it. When using sites like Yelp and Rate My Professors, carefully consider what you write. Fair and objective comments are okay. Writing comments that are overly subjective, negative, or aggressive will likely cause employers to shy away from you.
- **Place URLs on job search materials.** Include links to your profiles in your e-mail signature and on resumes and cover letters.

A Great Resource!

- **Mashable (http://mashable.com/)**. Mashable is the largest news source dedicated to covering digital culture, social media, and technology. Stay on top of current trends by exploring the site. Read articles about using social media to position yourself professionally.

Want more? *Connect with your Career Coach for personalized job search strategies!*

@ASCCareerSuccess   @ASCCareerSucess   #ASCCareerSuccess

Career Success | 100 Denney Hall, 164 Annie & John Glenn Ave | (614) 292-6961 | asc-careersuccess.osu.edu | asccarer@osu.edu