



SOCIAL MEDIA IN YOUR JOB SEARCH



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Social Media in Your Job Search

Social media is a great way to stay in touch with friends and relatives, but it also can be a useful tool in your job search. Employers are using social media sites like LinkedIn, Twitter, Facebook, and YouTube to both promote their organizations and connect with potential job candidates.

While social media can help you research employers (critical to your job-search success), be sure to use it more actively—as a way to connect with potential employers. By following a few basic tips, you can use social media to get in front of hiring managers.

Get Noticed

There are a few key points to keep in mind when using social media as a job-search tool.

Create a Profile That Gives a Positive Impression of You

Think of it as your online resume: What do you want it to say about you? Hiring managers can get a stronger sense of who you are, and if you're a potentially good fit for their company, through your profile.

Be Aware of the Keywords You Include in Your Profile

This is particularly true for sites focused on professional networking, such as LinkedIn. Many employers do keyword searches to find profiles that contain the skill sets they're seeking in potential hires.

Don't Include Photos, Comments, or Information You Wouldn't Want a Potential Employer to See

Don't Mix Personal With Professional

The social media you use in your job search has to present you as a potential employee—not as a friend. Follow the rules for writing a resume.

Make Sure Your Profile Is Error-Free

You wouldn't offer up a resume rife with misspellings, would you?

Choose Appropriate Contact Information

Your e-mail address or Twitter handle should be professional—a simple variation on your name, perhaps—rather than suggestive or offensive.

Connect

Many organizations have embraced social media as an extension of their hiring practices, and provide information that you can use to research the organization and connect with hiring managers and recruiters.

- Check your college/university's social media groups: Many times, employers join such groups.
- Check social media groups that are focused around your field of interest or career.
- Search for the social media pages, profiles, and videos of organizations that interest you. Many organizations post job descriptions, information about salaries, and more.
- Ask questions. Even something as broad as "Is anyone hiring in [industry]?" may bring responses, and asking questions about a specific organization—"What's it like to work at Company X?" can give you insight into the organization and its culture.

Stay Connected

Keep in touch with recruiters or other decision makers you may interact with in cyberspace.

There may not be an available opportunity at their organization right now, but that could change, and you want to be considered when it does.

Finally, in addition to maintaining your network, use social media to *build* your network. Don't just establish a social media presence—work it. Reach out. Interact. You will get out of social media what you put into it.

Courtesy of the [National Association of Colleges and Employers](#).

Building a Strong LinkedIn Profile

- **Use keywords in your summary statement.** Many employers search by keyword, so use keywords—technical terms and skills—from your field. Not sure what your best keywords are? Find profiles of people who hold the job you'd like to get and see which keywords they use.
- **Write short text.** Describe your skills and abilities in short bursts of keyword-rich text. Use bullets to separate information.
- **List *all* your experience.** LinkedIn, like other social media, helps you connect with former colleagues and networking contacts who may be able to help you find a job opportunity. It also gives an employer searching to fill a job a description of your expertise.
- **Ask for recommendations.** Collect a recommendation or two from someone at each of the organizations where you've worked. Don't forget to get recommendations for internships you've completed.
- **Refresh your news.** Update your status about major projects you've completed, books you're reading, and professional successes you've had, at least once a week. This lets your professional contacts know what you are doing and serves as a sign of activity for potential employers.

Courtesy of the [National Association of Colleges and Employers](#)

Personal Branding With Social Media

Build your brand online and network with professionals in your field using social media that reflects your career or professional goals. (You may want to create separate personal and professional social media pages.)



Facebook

- Use a professional-looking picture—you can use the same picture on all of your social media pages.
- Add the following to the “about” section: internship and other educational experience, a short bio, and links to other professional social media.
- Follow organizations you’re interested in to discover intern and full-time job opportunities, announcements about the company, and potential contacts in the organization.



LinkedIn

- Drop in your professional photo.
- Customize your headline with keywords and phrases that are related to your desired industry or profession.
- Request a connection with professionals you’ve worked with at internships or met through networking channels. Be sure to “personalize” your request by offering some information on why you would like to connect.



Twitter

- Use a professional profile photo. Your cover photo can indicate your interests.
- Choose a Twitter handle that will be recognizable as you.
- Tell your story in your bio: university, class year, major, and keywords describing your career interests.
- Add a link to your LinkedIn profile, your personal website, blog, and/or online portfolio.



Pinterest

- Drop your professional-looking picture on your main page.
- Select a username that is consistent with your other social media platforms.
- Create a bio that reflects your goals and brand. Who are you? Why are you using Pinterest? What are your professional aspirations?
- Create boards using images and content to share your interests and experiences in your field.
- Mark boards "secret," if they are going to contain content you would prefer to keep private.

Courtesy of the [National Association of Colleges and Employers](#).