

# Social Media

## Using Social Media For An Effective Job Search

by Rick Roberts



The constant advances in technology have helped create ready-made networks of friends and contacts that can help you with your job search. There are a variety of social networks that can be used effectively.

- **A blog-** Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. Most blogs are interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites. The ability of readers to leave comments in an interactive format is an important part of many blogs. (Source: wikipedia)



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# “Be Proactive. Ask for help from your network of contacts”

- **LinkedIn** is a business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. The purpose of the site is to allow registered users to maintain a list of contact details of people they know and trust in business. The people in the list are called Connections. Users can invite anyone (whether a site user or not) to become a connection. This list of connections can then be used in a number of ways:

- A contact network is built up consisting of their direct connections, This can be used to gain an introduction to someone a person wishes to know through a mutual, trusted contact.
- It can then be used to find jobs, people and business opportunities recommended by someone in one’s contact network.
- Employers can list jobs and search for potential candidates.
- Job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce them.
- Users can post their own photos and view photos of others to aid in identification.
- Users can now follow different companies and can get notification about the new joining and offers available.
- Users can save (i.e. bookmark) jobs which they would like to apply for.

LinkedIn also allows users to research companies with which they may be interested in working. When typing the name of a given company in the search box, statistics about the company are provided. These may include the ratio of female to male employees, the percentage of the most common titles/positions held within the company, the location of the company’s headquarters and offices, or a list of present and former employees. (Source: wikipedia)

- **Twitter** is a website, owned and operated by Twitter Inc., which offers a social networking and microblogging service, enabling its users to send and read messages called tweets. Tweets are text-based posts of up to 140 characters displayed on the user’s profile page. Tweets are publicly visible by default; however, senders can restrict message delivery to just their followers. Users may subscribe to other users’ tweets—this is known as following and subscribers are known as followers. Since its creation in March 2006, and its launch in July 2006, Twitter has gained popularity worldwide and is estimated to have 190 million users, generating 65 million tweets a day and handling over 800,000 search queries per day. (Source: wikipedia)

- **Facebook** has more than 600 million active users. Users may create a personal profile, add other users as friends and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common interest user groups, organized by workplace, school, or college, or other characteristics. (Source: wikipedia)



- **Myspace**, became the most popular social networking site in the United States in June 2006. According to comScore, Myspace was overtaken internationally by its main competitor, Facebook, in April 2008, based on monthly unique visitors. Quantcast estimates MySpace's monthly U.S. unique visitors at 43.2 million. (Source: wikipedia)

Not all of the social networks will match up to your interests and your way of accessing and utilizing technology and applications. Check them out and choose the ones that you will enjoy working with and then start building your network of contacts and letting them know the types of jobs or internships you are seeking. Maintaining your network of contacts on these sites can be very time consuming so be prepared to schedule blocks of time for your social networks. More and more people including employers and recruiters are using these networks so it is another resource you should consider using for your job search. It is now estimated that over 80% of employers now use LinkedIn, Facebook, and Twitter to find new hires and to find out information about candidates.

Here are some quick tips for using Social media for your job search:

1. **Identify the top companies that you want to work for.** This will allow you to target specific companies and make a professional presentation explaining why you are the right candidate. Avoid “spamming” people; the shotgun approach to job hunting has about a 3% response rate.
2. **Utilize search engines to identify employees that work in your target companies.** Search blogs, Facebook, Twitter, and other sites to find people that work for your target companies. Tailor a message to them and express your interest in the company. Try to establish communication with these people.
3. **Develop your “brand” and market yourself.** Launch a blog that focuses on your skills and interests. Coordinate the various social media that you are using—make sure all information is consistent and professional.
4. **Utilize Twitter to connect with employers.** Conduct Twitter searches, follow recruiters on your account then communicate with them. Be sure to have a completed profile and a link to more information (your LinkedIn account). Sites such as <http://www.twiredjobs.com> is designed to search Twitter feeds for job posts.
5. **Subscribe to blogs that also offer job listings.** Many of the larger blogs now have integrated job banks and job posting systems.
6. **Link your social media sites on your resume.** Be sure to include a link to your blog and your accounts in LinkedIn, Facebook, etc. on your resume. Be sure your information (dates of employment, schools, employers, etc). all match on your resume and your social media sites.
7. **Be friendly and be willing to share information about yourself.** Get to know your online contacts and let them know about you. Always be courteous and professional.
8. **Be Proactive.** Ask for help from your network of contacts. Let them know what you are looking for and ask them for leads on jobs for your field.
9. **Adjust your privacy settings to accept InMail on your LinkedIn account.** This enables recruiters to find you and communicate with you.
10. **Develop a Facebook page for your professional life.** Keep your personal Facebook page for “friends only” and not available for employers.



## How to Market Yourself on LinkedIn-

LinkedIn is an online networking tool that you can use in order to market yourself as a job seeker or to market yourself in your current business/position in order to gain clientele.

The screenshot shows a LinkedIn profile page. On the left, there is a 'Background' section with a 'Summary' and an 'Experience' section for 'Employer Relations Coordinator' at the University of North Florida. On the right, there is a 'Who's Viewed Your Profile' section showing 21 views and a 'Profile Strength' indicator. The profile strength indicator is a blue circle with a white arrow pointing to the right, labeled 'All Star'. A red arrow points from a box labeled 'Profile strength indicator' to the blue circle.

After you create your LinkedIn account, the first thing you need to focus on is completing your LinkedIn Profile. The profile completeness gauge on the right hand side of your LinkedIn Profile page shows you how far along in the process you are. In order for your LinkedIn Profile to be 100% complete, your profile needs:

1. Current Position
2. At least two previous positions
3. Education
4. Profile summary
5. Profile photo
6. Specialties
7. Recommendations (The more recommendations, the better)

## Brand Yourself on LinkedIn-

Home Profile Connections Jobs Interests

Are You a Business Owner? - Apply Now to the National Association of Professional

**Brooke Hammon**  
Employer Relations Coordinator, UNF  
Jacksonville, Florida Area | Higher Education

Current University of North Florida  
Previous North Florida Council, BSA, JEA, Remington College  
Education University of North Florida

Complete your profile Edit 320 connections

www.linkedin.com/in/brookehammon/ Contact Info

**Background**

Summary

I am the Employer Relations Coordinator for the University of North Florida College of Arts and Sciences. I work with businesses that are interested in having our students as interns within their organizations for the various educational programs in the College of Arts and Sciences. That includes Art & Design, Biology, Chemistry, Physics, Communications, English, History, Languages, Mathematics & Statistics, Music, Philosophy, Political Science/Public Administration, Psychology, and Sociology & Anthropology.

Experience

### 1. Upload Your LinkedIn Profile Photo

Your LinkedIn profile photo is the first thing any visitor's eye will be drawn to. Based on your photo, they will [Type a quote from the document or the summary of an interesting point. You can position the text box anywhere in the document. Use the Drawing Tools tab to change the formatting of the pull quote text box.]

unconsciously and immediately form an impression of you. Above all, your photo should be professional. If you would

like to display your personality in your photo, you may do so through your facial expression and pose - but **keep the photo professional**. Use a photo that shows you are friendly and approachable. Use one that is of only you; a headshot is best.

Always remember this is not your social networking Facebook page. This is your **professional networking** page.

### 2. Create Your Headline

After your photo, the next most important item in your personal LinkedIn brand is your headline. Your headline is what everyone will see next to your photo and your name when you show up in search results or connection suggestions. You want it to be brief, and to tell viewers what you do or what you want to do.

**Keep it specific!** For example, don't just say *Consultant* or *Engineer*.

### 3. Fill in Your Summary and Specialties

Your **Summary** on LinkedIn should be very similar to the summary on your resume. It should be a paragraph highlighting your key capabilities. This is a summary that is to help tell the reader what you are looking for on LinkedIn.

Your **Specialties** should be specific skills that set you apart. This is where you can list certifications and credentials, as well as specific subject matter areas of expertise. Your Specialties *must* be filled out for your profile to be considered complete.

After completing the sections above, it's time to add all of your work experience.

### 4. Fill in Your Experience(s)

When adding your work experience to your profile, write position descriptions carefully to showcase your skills and accomplishments. **Do not pattern your description after the examples that LinkedIn provides!**

Don't just list your responsibilities. When people read your LinkedIn Profile, they don't just want to know what you were responsible for doing - they want to know **what you actually did!**

Most people that view your LinkedIn Profile may never see your actual resume, so make sure that your LinkedIn Profile is just as good as your resume - if not better. You're not limited to two typed pages, so there's no reason to truncate important accomplishments. At the same time, no one wants to scroll through screen after screen after screen, so make sure you highlight your **most important accomplishments** for each position.

Once you've completed your work experience, you may choose to further personalize your profile by adding

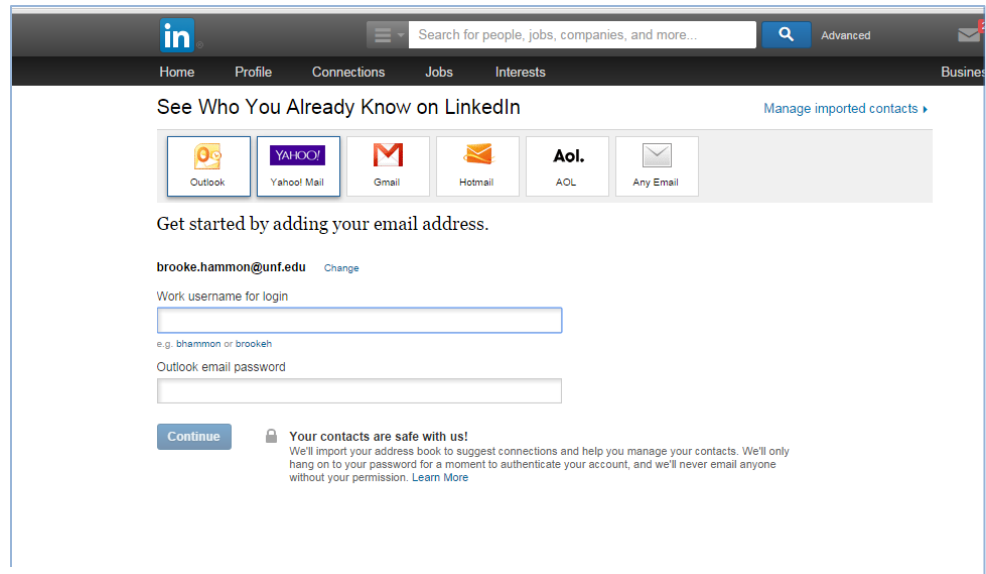
<p><b>Employer Relations Coordinator</b> University of North Florida January 2013 – Present (1 year 11 months)   Jacksonville, FL</p> <ul style="list-style-type: none"><li>- Works with the Director of Career Services, to understand and meet the job development needs for internship students in the College of Arts and Sciences. Responsible for leading the efforts to convert employers who are hiring co-op/internship students to employ graduating seniors.</li><li>- Supervises UNF Volunteer Services.</li><li>- Ensures a steady flow of career opportunities locally, nationally and internationally by developing relationships with businesses and networking within the community and with UNF peers.</li><li>- Develops job/internship leads by obtaining contact information of potential employers from sources such as internet postings, cold calls, in-person visits, telephone directories, social media and other resources leading to new employment opportunities.</li><li>- Leverages UNF contacts from various sources including UNF staff, faculty, departments, student groups, alumni relations and all other potential sources for the purpose of developing leads to results in job/internship opportunities.</li><li>- Conducts employer site visits and further enhances relationships to understand and help meet employer needs.</li><li>- Participates in UNFs career fairs, workshops, on campus recruiting and other career-related events, as needed, for job development and relationship management.</li><li>- Uses the Career Wings job tracking system to assure all new job development efforts are reported and updated.</li></ul> <p><b>Exploring Executive</b> North Florida Council, BSA May 2008 – December 2012 (4 years 8 months)</p> <ul style="list-style-type: none"><li>- Responsible for the effective organization, operation and promotion of the Exploring program within Duval, Clay, Baker, Nassau, St. John's, Bradford and Putnam counties</li></ul>	
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widgets called Applications. One that is definitely useful is the **Events** application - where you can publish events that you want to share with you connections. Other popular applications include **Slideshare Presentations, Blog Links, and Reading Lists**. Add whatever ones you think augment your profile, but don't add too many. LinkedIn is not Facebook.

## 5. Get Connected - Build your network by sending connection requests.

Start building your professional network on LinkedIn by connecting with people you know. LinkedIn gives you the option to use contacts from your online email accounts or from your address books (Outlook, Apple Mail, etc.). Go ahead and send out requests!



As people start accepting your connection requests, you can then look at their contacts to find even more people with whom to connect. Think beyond fellow employees. Connecting with vendors and customers that you have a good relationship with is a great way to expand your network. You should also consider connecting with senior leaders in your own company that you have met in person. These are often great sources for getting introductions to people outside of your normal network.

In order to connect with someone on LinkedIn, you need to establish one of the following relationships:

- **Colleague** - you worked together in a previous position listed in your work experience
- **Classmate** - you went to school together at a school listed in your education [↗](#)
- **We've done business together** - you've done business while in a previous position listed in your work experience
- **Friend** - you need to know the person's email address to establish the connection
- **Groups & Associations** - you are members of the same LinkedIn Group (see next section)

When you send a LinkedIn invitation, LinkedIn will send a connection request to the person specifying in what capacity you know them. The person will then either accept or reject the connection request.




## 6. Ask for Recommendations

Sent Recommendations Request Recommendations

### Ask the people who know you best to endorse you on LinkedIn

- 1 Choose what you want to be recommended for

- 2 Decide who you'll ask

Your connections:    
You can add 200 more recipients

- 3 Create your message

From: Taryn

Subject: ~~Can you endorse me?~~

~~I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.~~

~~Thanks in advance for helping me out.~~

~~-Taryn |~~

Note: Each recipient will receive an individual email. This will not be sent as a group email.

or

Ask for the endorsement in the email. Keep the subject line short. Typically I use...  
Subject: LinkedIn Recommendation

Always edit the body of the email and personalize it for the contact you're emailing.

This is the last step to completing your profile. You don't need to get recommendations from everyone you know. First, target the positions that you want recommendations for as LinkedIn Recommendations are specific to your work experience entries. Make sure you get recommendations across the entire span of your work experience - you definitely need recent recommendations, but you should also get recommendations going all the way back to the beginning of your work experience. This can help to show that you have performed consistently throughout your career. Ask for one or two recommendations for your most recent position, one or two for a position in the middle of your work experience, and one or two from the beginning of your work experience. You need three to complete your profile, and probably don't need any more than seven.

## 7. Join Groups

Get the most out of your LinkedIn experience by joining groups. Groups are a fantastic way to expand your network. LinkedIn has over 375,000 groups - and that number is growing every day! So how do you find the right ones? Here are tips for finding relevant groups that will help you find meaningful connections.

### 1. Join Alumni Groups

From the Groups page, click the **Find a Group** button and enter your Alma Mater in the search box. Most Universities and colleges have alumni groups that you can choose to join. They may also have special interest or organizational (fraternities, clubs, etc) groups that you can join as well. This is a great way to leverage your alumni status to ask others for introductions to their connections. Most alumni will be happy to help out!

Military service counts too! If you have prior military service, join the groups for your branch of service, as well as for any units that you served with.

### 2. Join Professional Association Groups

Most professional associations have at least one LinkedIn group. Many have separate groups for their major chapters as well. Go ahead and join the groups for any associations that you are affiliated with.

### 3. Join Many Company Groups

The screenshot shows the LinkedIn profile for Pfizer. At the top, the navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. A search bar contains 'Pfizer'. Below the navigation bar, there is a link to a webinar: 'Free Social Media Webinar - Register for a webinar to learn how to use Social Media for sales/marketing' from Splash Media U. The main content area is titled 'Companies > Pfizer' and has tabs for 'Overview' and 'Careers'. The Pfizer logo is displayed on the left, followed by a description: 'Good health is vital to all of us, and finding sustainable solutions to the most pressing health care challenges of our world cannot wait. That's why we at Pfizer are committed to applying science and our global resources to improve health and well-being at every stage of life. We strive to provide ... more'. On the right side, it states 'Pfizer has 178,335 followers' with 'Follow Company' and 'Share' buttons. Below this, a section titled 'How you're connected' shows: '1 First degree connection', '243 Second degree connections', and '59,441 Employees on LinkedIn'. There are also links for 'Check out insightful statistics about Pfizer employees' and 'Learn more about working at Pfizer'. At the bottom, it says 'Grow Your Career by Following: Pfizer'. Annotations with arrows point to the search bar, the 'Follow Company' button, and the 'How are you connected?' section.

Search by company name

Click the follow button to receive their updates

You can see who connects you to employees at Pfizer

More and more companies are creating their own LinkedIn groups. Go ahead and join! If you want, you can also join the groups of customer or supplier companies. If you are a job seeker, join the groups of any companies that you are targeting.

The screenshot shows the LinkedIn homepage interface. At the top, there's a navigation bar with 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. A search bar is on the right. Below the navigation, there's a banner for 'Kansas State University - Get Ahead in Your Career. Earn a Psychology Master's. Apply Today.' The main content area features a 'Share an update' box, 'LinkedIn Today' headlines, and a newsfeed of updates. Three job posts are highlighted with purple arrows: 'Jones Lang LaSalle is hiring: Sr. Employee Relations Specialist in Chicago, IL', 'LinkedIn has a new Recruiting Associate', and 'PepsiCo is hiring: Human Resources Manager in Pleasanton, California'. A text box with an arrow points to the first job post, stating: 'They're hiring! Companies will post open positions which will then show up in your newsfeed.' The right sidebar contains 'People You May Know', 'Ads by LinkedIn Members' (including the Kansas State University ad), 'Who's Viewed Your Profile?' (showing 8 views and 16 search appearances), and 'Your LinkedIn Network' (435 connections, 35,073 new people).

#### 4. Join Groups that Relate to Your Profession

If you're a consultant, join some consulting groups. If you're a manager, join management groups. Find and join any groups that are related to your profession or field of interest.

#### 5. Look at Your Connections for Group Ideas

See what groups your LinkedIn Connections belong to. If any of them are interesting and relevant, go ahead and join! Your connections are a great way to find out about groups.

#### 6. Create Your Own Group



If you can't find a group you're looking for, go ahead and create one! Once you create the group, send invitations to all of your contacts who might be interested, and then start posting some discussions to build momentum and attract others to the group.

Reference: Adapted from "LinkedIn How To", [www.squidoo.com](http://www.squidoo.com). 2013

Of all the things that go into digital marketing, the most important one is you.



**Marketing on the web changes every day. Can you keep up?** Business success depends on great digital marketers. That's why business owners depend on us. We're constantly on the move, finding the best ways to keep our clients out front online. If you love marketing, problem-solving, and the web, we'd love to talk to you about a career in digital marketing.

