

2014 EDITION

The Social Media Job Search Workbook

Your Step-By-Step Guide to Finding Work in the Age of Social Media



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Author of 'Job Searching with Social Media For Dummies'



Sample Selection Only:
"The LinkedIn Profile
Summary Writing Tool"

The Social Media Job Search Workbook

By Joshua Waldman

With Dr. Sean Harry

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Foreword to the 2014 Edition

In just one year, since the publication of this book's first edition, the landscape of social media has changed.

- All three of the major social networks have gone public. Twitter (TWTR) joined Facebook (FB) and LinkedIn (LNKD) in the public markets. All three stocks have outperformed trader expectations.
- New strategic directions with LinkedIn have improved their user interface while stripping features from free and low-tier paid users. LinkedIn's Thought Leader applications and newsfeed improvements have turned the platform into a place that many more people now turn to for daily news and advice.
- Facebook has reduced the reach that a brand's Page has on individual feeds, slashing traffic and angering Internet marketers worldwide. Facebook's message, "You've gotta pay to play," all in the name of improving the user experience, continues to drive major changes to the platform. Meanwhile, Facebook's Graph Search has changed the game for recruiters, who can now tap into almost 1 billion user profiles for sourcing with third-party applications built just for them.

This year, in front of over 50 college academic advisors at the University of Illinois, I demonstrated how to research Skills on LinkedIn. And I learned yet again how often these features change. The page on LinkedIn I wanted to demonstrate, the page I had double-checked the day before this presentation, had been taken down. "Well, ladies and gentlemen," I said, "we won't be researching Skills anymore."

Despite inevitable changes like this, the basic principles in this book remain the same. In fact, these changes underline the importance of focusing not on features but on frameworks.

All that you will learn here—the Three P's, the FIRE Method, the 20-Minute Ritual and so forth, were designed to weather the tempest of social media's adolescence. Yes, I've improved this 2014 edition. I've expanded some areas that needed it and even had to respond to the technology changes in the explanations of certain steps. But in their essence these principles are no different

now from when I first developed them, and they will continue to serve you in your career success for years to come.

One major improvement from the 2013 edition of this workbook is the new use of online video to augment certain instructions.



You'll find this symbol throughout the text. Follow it to get step-by-step video instructions for the activity I'm describing.



As many of my readers also work with career coaches or LinkedIn profile writers as they read this, I've indicated certain areas worth sharing with your career guide with this symbol:

Finally, you'll find a much expanded personal branding section with even more insight-building activities.

Today's job seekers cannot avoid the implications of social media on their career's success or failure. There will be those who will choose to ignore it and wonder why they aren't making much progress. Then there are you, who've chosen to do something different than the generations before you. You've chosen to respond to these societal changes. I hope the principles in this book continue to serve you and make you successful.

—Joshua Waldman

Portland, Oregon, January 2014

Your Social Media Profiles

When a hiring manager gets an email from you or an application, chances are they will look you up on LinkedIn or Google. How you look online will often be their first impression of you.

Sometimes hundreds of candidates apply for a single job, and most of them lead with their qualifications. However, most hiring decisions are based on two other key factors: fit and motivation. Where a résumé might limit you to showing just your qualifications, your social media profiles allow you to also show fit and motivation.

Just like my blog reader who brought playfulness and creativity into her online profiles to demonstrate fit, you too can find ways to “be yourself” while writing in this section. Step out of the old résumé mindset and into an advertising mindset. When Coke advertises, they are infusing all kinds of emotional qualities onto a drink that is functionally the same as its competition, Pepsi. If they just stuck with function in their message, no one would buy it. The same holds with your online messages. If you just stick with what you can do, your experience and skills, it’s hard for hiring recruiters to know why they should choose you.

At first, during career coaching calls, I ask clients to tell me what makes them the best at what they do. New clients will invariably say, “I’m good with people” or “I have a strong work ethic.” If you’ve gone to any job search groups in your area, you’ll know everyone says this kind of thing. The mistake is that these adjectives all relate to job function, not to who you are. By leveraging the personal branding work, you can start to really infuse your answer to the question, “What makes you the best” with your own unique personality.

After some coaching, clients will start to say more exciting things like “I wake up to create something new, it’s in my genes” or “some people think accounts payable is dull work, but I love building trusting relationships with our suppliers. It’s the part of business that we have the most control over with the biggest effect to the bottom line.”

Follow the exercises below to ensure your first impression online will make you unforgettable.

Profile Summaries and Branding Statements

Communicating your personal brand on social media can take many forms. The two most important are your Professional Headline and your Profile Summary.

This table show what your headline and summary are called across the three major social networks:

Exercise 23: Writing Your LinkedIn Profile Summary

First, answer these four questions. Then, combine your answers into your LinkedIn profile summary. Remember to use at least two of your keywords.

1. Begin with an action plan statement that describes who you are, not just a job title.

“I’m an entry-level marketing professional specializing in digital media.”

2. Add a one-sentence statement about what it is you do in the context of a problem you solve.

“When old marketing tactics stop working, I provide fresh ideas and a modern perspective that appeal to a younger audience.”

3. Give a statement about what makes you the best at what you do, naming an accomplishment.

“As the author of Job Searching with Social Media For Dummies, I’ve helped thousands of job seekers demystify social media, make great connections, and get hired.”


4. What are you looking for exactly? Be specific.

“If you’re looking for a person to fill a challenging position in international marketing, advertising, or business development, please feel free to contact me.”



To learn how, watch: <http://careerenlightenment.com/wb-4-steps>

Now take what you wrote in the previous four steps and put them all together in a way that is easy to read and flows well. Please underline your keywords when you're done.

 This four-part framework is great if you are writing your LinkedIn profile yourself and you need to get a high-quality message posted quickly. If you are looking for more, my trained LinkedIn profile writers are able to expand your personal branding message for an online audience with over 12 different LinkedIn profile summary models. Be sure to share what you've done so far during the intake process.

Don't have a coach or writer? To learn about my LinkedIn profile-writing services, visit <http://mylinkedinprofilewriter.com/workbook>

LinkedIn Summary Case Study

I received the following email from a blog reader asking for advice with her LinkedIn profile summary. She did a great job so far, and so I thought I'd let you listen in to my reply.

Dear Joshua, my name is AM and I am an aspiring marketing professional within the fashion industry. I recently did your 4-Step Tool for writing my LinkedIn Profile Summary. It was such a great exercise because my LinkedIn Summary is super long.

Since I am going through a re-adjustment of my personal branding, I came up with the following summary (below), but I am not sure whether it is good enough to be publish on LinkedIn:

I am an aspiring and driven marketing professional, specializing in strategic partnerships for artistic fashion brands. I have assisted with a combination of over 30 New York Fashion Week runway shows and presentations for the Essie Sponsorship. In addition to this, I am a blogger who enjoys writing about the bridge between art and fashion. I also like to inspire and motivate young people to pursue their dreams.

If you need assistance with fashion week, marketing, or blogging services for your company, please feel free to contact me.

I am struggling with “the problem I solve” part. Being a recent graduate, how do you find what the problem you can solve is? I know I like to do blogging (a form of content marketing) and I would love to possibly do it for other businesses if I could.

Thanks,

AM

AM, you've done a great job so far, certainly much better than the average summary statement and one that will still be effective. So this advice is just a matter of making some small changes.

Here is the structure of what you currently have.

Sentence 1: Who you are (a marketing professional).

Sentence 2 and 3: What makes you the best (your experience at Fashion Week and interest in blogging).

Sentence 5: Call to action (contact me).

As you pointed out, you're missing the part where you mention the problem you solve. Here are some ways you can improve your statement.

1. Drop the "aspiring." You are who you say you are. And if you are going to be a marketing professional, than just be "a marketing professional." To say aspiring, I feel, puts yourself down.

2. Your mention about Fashion Week is great. I feel that there is more to the story, more you did there. Was this experience an unusual one for someone with your level of experience or your situation? What was the result? What did you love about it? For example, you might add, "I was excited to learn that I was the first intern to handle this much responsibility. All of the brands I worked with told me they enjoyed the experience."

3. You're right. You haven't quite put your finger on their problem or goal. I think your answer can be found in understanding why a company would want to blog. Here are some reasons I can think of:

- A. To create buzz
- B. To build a community
- C. To promote a product or event
- D. To improve search engine results
- E. To build their brand's thought leadership

Therefore, you can mention how you help fashion companies accomplish these things through your unique skills and interests. For example, “I love creating buzz around brands through publishing blog posts and articles. Writing about fashion and promoting trends has been something I’ve done since my junior year. If you’re trying to get your fashion brand talked about by more people, then this is something I’d love to help with.”

4. You can punch up your call to action a bit, again by tapping into your understanding of their needs and the benefits of what you offer. For example, “If you want your next Fashion Week to be the talk of the town, let me come up with a winning blogging plan for you. Email me at xyz@gmail.com.”

5. You didn’t mention this, but I noticed on your profile that you don’t have multi-media elements uploaded. This is a missed opportunity to share pictures of you in action during Fashion Week or to link to some of the blog posts you’ve done. Use your profile to demonstrate the value you bring to them, not just what you’ve done in the past.

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The perfect
companion for your
job search!

Buy at Amazon



Not Happy with Results You're Getting on LinkedIn?



You should be getting weekly calls from recruiters.

You're not?

Then your profile needs some polish!



Let a Professional Profile Writer Help Get You Noticed!

"Joshua's LinkedIn Profile service was extremely easy to use and very helpful. The process started with a questionnaire and after I uploaded my resume, within 36 hours I received my completed profile"

- Libby Neison

"My LinkedIn profile is by far more professional and polished now more than most others I have seen! The follow-up support and recommended actions alone are worth the fee."

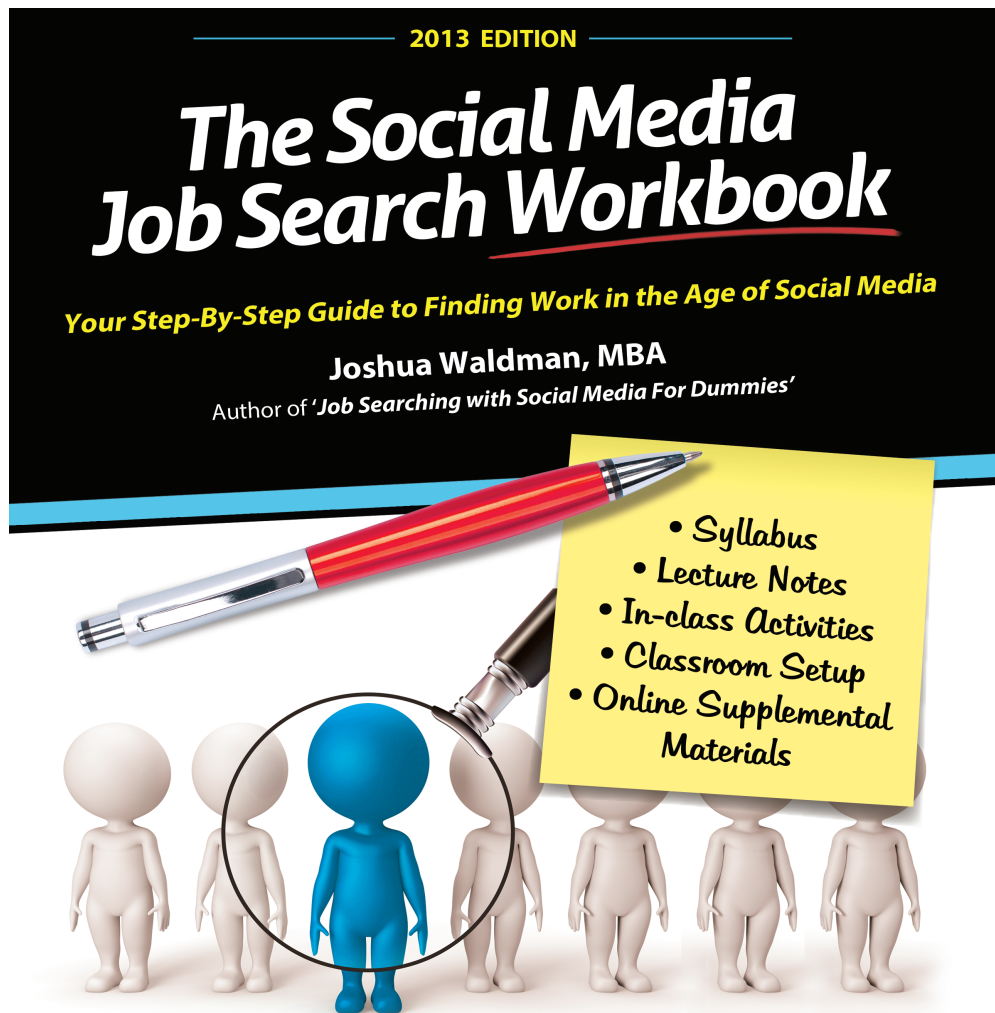
- Katherin Bacon

"It was a pleasure to work with Career Enlightenment while they fine tuned my LinkedIn profile. The order process was easy and the entire profile was done within the promised 48 hours. I highly recommend this excellent resource to help you look your best on LinkedIn."

- Maria Ferre

**For an exclusive offer for Workbook readers visit:
<http://MyLinkedInProfileWriter.com/workbook>**

This Workbook Comes With An Instructors Manual!



Instructor's Manual

Rather than reinventing the wheel everytime you teach a social media jobs skills workshop, why not use a proven program used accross the country for thousands of job seekers?

In the Instructors Manual, you'll get access to:

- A done-for-you syllabus for two, two hour sessions using this very workbook
- Detailed lecture notes, slides and in-classroom activities
- Access to online supplimental technical lessons, so you don't have to teach technology

To learn about purchase options, visit: <http://careerenlightenment.com/facilitators>

Professional social media training, so you don't have to!



Joshua Waldman's programs would make an excellent companion to your current career skills curriculum.

Joshua teaches around the country and would be glad to speak with you about how you can use him to augment your professional development programming.

Typical programs include:

- Keynotes for job seekers and professionals
- Train-the-trainer workshops for career coaches and advisors

"My team said you were the most valuable speaker we ever had. My goal was to raise their awareness and their job search techniques vocabulary. You did that and more!"

Madeleine Slutsky, Vice President Student & Career Services, DEVRY UNIVERSITY

To download Joshua's brochure visit careerenlightenment.com/speaking, or contact him at 503-985-6741 or bookings@careerenlightenment.com