

# Using Social Media to Hunt for Jobs

## Social media sites play a critical role in job hunting. These powerful tools let you:

- Expand your professional network online.
- Find and connect with people at the companies where you want to work.
- Be more visible to recruiters.
- Show a little of your personality.

## General tips for social media

- Use your real and full name as your profile name.
- Keep it clean. Make sure that showing your personality doesn't involve content that could be inappropriate, offensive, or controversial.
- Post a complete profile.
- Always include a profile photo, and follow these tips:
  - Use a head shot that shows you looking neat and well groomed.
  - Don't use a photo you took of yourself, group shots, or photos of your kids.
  - Be mindful of the background and make sure it doesn't detract from your photo.
  - Don't use leisure-time photos, such as vacation snapshots, you in your Halloween costume, etc.
- Keep your profile updated and post something new from time-to-time. If your profile hasn't been updated in months, recruiters may assume that you are no longer active on that site.

## Why LinkedIn?

LinkedIn is the quintessential site for online professional networking. If you do nothing else with social media, at least use LinkedIn. It offers two powerful job hunting advantages:

- Connect with people who can help you and who work at the companies where you would like to work.
- Increase your visibility to recruiters, who love to use LinkedIn to search for candidates.

## The top social media sites to use in job hunting are:

- LinkedIn
- Twitter
- Facebook
- YouTube

If you have work you want to share, also consider Flickr and SlideShare.

## LinkedIn Tips:

- Create a complete profile that includes the information on your resume.
- Seek out introductions to people at your target companies.
- Join groups related to your field to network with your peers.
- Ask current and former colleagues to write recommendations for you.

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## Using Social Media (continued)

### Why Twitter?

This single social media tool brings several new tactics to your job hunting strategy. Once you learn your way around Twitter you can use it to:

- Get an early scoop on job openings.
- Follow leaders in your industry to find out what is important to them.
- Build your personal brand with thoughtful tweets about your industry.
- Stay connected to what's going on in your professional community.

### Twitter Tips

- Twitter's Help screens are a good place to get started.
- Take a few minutes to learn Twitter's unique lingo and etiquette. PCWorld.Com has a good online article called "Top Twitter Etiquette Tips."
- Use your Twitter bio to market your skills, and include a link to your online resume.
- Consider making a Twitter background image that conveys something about yourself. Here's how to create a background using a PowerPoint template: <http://theclosetentrepreneur.com/create-a-twitter-background-using-powerpoint>.
- As always, make sure your Twitter content is acceptable for business. 140-character messages are easy to misinterpret or take out of context.
- Unlike other social media content, Twitter posts are designed to be public and easy to find in searches.

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### Why Facebook?

On Facebook, a user's personal and professional lives often intertwine. Decide early if this is reasonable for you or if you prefer to keep the boundary between your work and social lives more clear.

Here are some points to consider:

- Personal connections can be incredibly helpful when you are job hunting.
- Facebook lets you show your human side, which many employers appreciate.
- If you decide to mix your personal and professional life on Facebook, it's critical that all your wall and profile content be acceptable viewing for potential employers, including items posted by your friends.

### Facebook Tips

- Include detailed business information in your profile.
- Showcase your personal interests if they are acceptable to a business audience.
- Review your privacy settings carefully. Default settings can make large portions of your profile visible to many people whether or not they are on your friend list.
- Never go negative on anyone or anything. Even if you are careful about your friend list, it's easier than you think for posted content to become public.

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### Why YouTube?

If you have a lively, outgoing personality, consider creating a short video introduction of yourself. This can be a great way to make a positive first impression on a recruiter or manager even before you get the interview.

Post your video on YouTube and add links to it in your resume and any online profiles you have.

### YouTube Tips

- Pay attention to background, lighting, and sound.
- Dress as you would for a face-to-face job interview.
- Keep it short, and focus on the value you bring to a potential employer.
- Briefly summarize your professional background in a story-like format.
- Be ready to do a lot of takes before you get a keeper.
- Don't rush. Speak slowly and clearly enough for others to understand your message.