

## Job Search and Networking

### Job Hunt with Social Media



## Introduction



Over the past several years, social media websites like **LinkedIn**, **Facebook**, **Twitter**, and **Meetup** have become an increasingly important part of an effective job search.

In this module, you'll learn how to use social media sites to expand your **network** and build new **connections**. We'll also talk about different **strategies** for using Facebook, Twitter, and other social media sites in your job search.

✦ This lesson will focus on general strategies for using different social media websites in your job search. We'll talk more about using **LinkedIn**, the most popular career networking site, in our **LinkedIn Basics** module.

## Why use social media?



Approximately 15 percent of U.S. job seekers in 2011 found their current position through social networking sites, and that number is only expected to rise. Social media websites have made it easier than ever to **share information** and **build new connections**, which are essential components of any successful job search.

As more and more job seekers are turning to these sites to **network** and find new **opportunities**, so too are employers. Approximately 40 percent of employers currently use social media sites to **recruit** or **screen** potential employees, so maintaining an active **online presence** will be especially important when searching for a job.

➡ If you don't have much experience with social networking sites, check out our **Introduction to Social Media**. You might also visit our **Facebook 101** and **Twitter 101** tutorials.

As social media networks continue to expand, there's almost no limit to how you can incorporate them into your job search. Review the techniques below to learn general strategies for using social media in your job search:

## Build connections

In the past, keeping up with many different connections could be a challenging task, but social networking sites have greatly **simplified** the process. And while it's easier than ever to **organize** your contacts, you should also use these resources to **reach out** and forge **new connections**.

Whenever you make a new connection, it's important to **follow up** and **stay in touch**. Even if you only have the opportunity to meet someone briefly in person, connecting with this person on a social media site allows you to **continue the conversation** and **develop a relationship**. Try sending a **quick message** to some of your contacts every few weeks to establish a regular pattern of communication.

## Be visible

It's important to remember that you're not the only person looking to make **new connections** online. As more and more employers turn to social media for recruiting, you'll need to make sure you have a visible **online presence**. It should be easy for employers to **find** and **connect** with you across a variety of social networks.

Don't be content simply following the conversation. Work hard to become a known **voice** in different communities. Start meaningful discussions on your social media networks, participate in online forums, or share your knowledge on a question-and-answer site like **Quora** or **StackExchange**.

## Maintain your online reputation

Whenever you apply for a job, there's a good chance your employer will try to learn more about you through social media. Remember to practice **discretion** when sharing online. Someone might be less likely to hire you if he or she finds embarrassing photos or negative comments about your current employer.

Most social networks also allow you to **control** who sees your posts and updates, so be careful to share personal or sensitive information with your close friends rather than make all of your posts public. Taking the time to modify your **privacy settings** will also prevent you from sharing photos and personal information with potential employers.

✦ We'll talk more about building a better online presence in our module, **Personal Branding 101**.

## Facebook

With more than 1 billion members, Facebook is the **largest** social network worldwide. As more employers begin to use social media to screen and recruit applicants, developing a professional Facebook profile has become an essential part of any job search. Facebook also offers several ways to **reach out** to your network and **connect** with different employers.

Review the techniques below to learn how to use Facebook effectively when searching for a job:

- **Choose your privacy settings**

Make sure your profile is **publicly** available for employers to view, but **limit** access to your personal photos and status updates. With the introduction of Facebook's **Timeline**, you also have the option to limit access to posts you've made in the past. Visit our Facebook tutorial to learn how to choose your **Basic Privacy Settings**.



- **Create a professional profile**

Your Facebook profile is the first thing a potential employer will see on Facebook. Make sure to use a professional **profile picture** (a simple headshot is usually best), and include details about your **work** and **education** history. While your profile should make a professional impression, employers will also visit your Facebook profile to get a sense of your **personality**—it's all about sharing the right balance of personal and professional information. Try including a meaningful **cover photo** to help express your personality.



- **Use your network**

If you're looking for a new position, don't be afraid to talk about your search in a status update—you never know who might have information about a recent opening. The more **specific** you can be about what you want, the greater the chance that your contacts will be able to help. At the same time, be careful not to **overwhelm** your networks with constant updates about your job search. A few **carefully composed** posts will probably be more effective than a daily summary.



- **Like potential employers**

Try connecting with different companies by **liking** them on Facebook. You'll be able to keep up with the latest trends, gain insight into the workplace culture of different employers, and even see posts about current **job openings**. Establishing a **relationship** with an employer can give you a distinct advantage over other job seekers. Don't be afraid to comment on a post or send a message to get the conversation started.



- **Use Facebook apps**

Rather than use other sites for professional networking, more people are starting to use Facebook **apps** such as **BranchOut** and **BeKnown**, which are a great way to **separate** your personal and professional networks on Facebook. These apps harness the power of your **existing** Facebook friends to help you connect with other job seekers and potential employers. You'll also be able to create an online **resume**, ask for **recommendations**, and even search for **job postings**.



! If you are currently employed, be careful not to **advertise** your job search too openly on Facebook. Try sending private **messages** to friends or sending an update to a Facebook **group** rather than post a public status update.

## Twitter

While most people may think of Twitter as a place to share personal **status updates** or find the latest **news** and **trends**, the site has also become a powerful resource for connecting employers and job seekers. The rapid pace of Twitter ensures that you'll find the latest information about job postings and employers.

Review the techniques below to learn more about using Twitter in your job search:

- **Create a professional profile**

Just like Facebook (and any other social media site), having a strong profile will help you make a good impression. Be sure to use a professional **profile photo** and write a memorable **bio**, which should include a short summary of your skills and interests. You might also consider including a custom **background**, your **location**, and a **link** to a personal website, portfolio, or online resume. To keep your personal and professional information separate, you can also create a professional Twitter account in addition to your personal one. Just make sure you set your personal account to disallow finding by email, so that potential employers don't see it by mistake.



- **Follow potential employers**

Twitter allows you to interact with different companies directly. Try **following** some potential employers to keep up with the latest news, information, and even job postings. You can also take advantage of the **#Discover tab** to find influential users in your field, which gives you an opportunity to develop relationships. For example, **tweeting** directly at a hiring manager might be a great way to stand out from other candidates.



- **Search for jobs**

You can use Twitter's powerful **search** feature to find tweets about new jobs in your field. Some companies advertise jobs on Twitter well before the listing might reach a company website or online job board, which can give you an **advantage** over other job seekers—the sooner you can apply to an open position, the better.



## Additional Twitter strategies

- To make job searching on Twitter even easier, sign up for a **job alert** from **TweetMyJobs**. Just enter the type of job you're looking for, and you'll receive **automatic updates** about new job postings on Twitter.
- Trying following a **job board** like **@jobshouts**, **@indeed**, or **@simplyhired**. You'll be the first to see a variety of new job postings and get helpful advice for your job search.
- If you're having a difficult time deciding **who to follow**, you can browse a wider variety of **influential** Twitter users by category on **Twellow**.

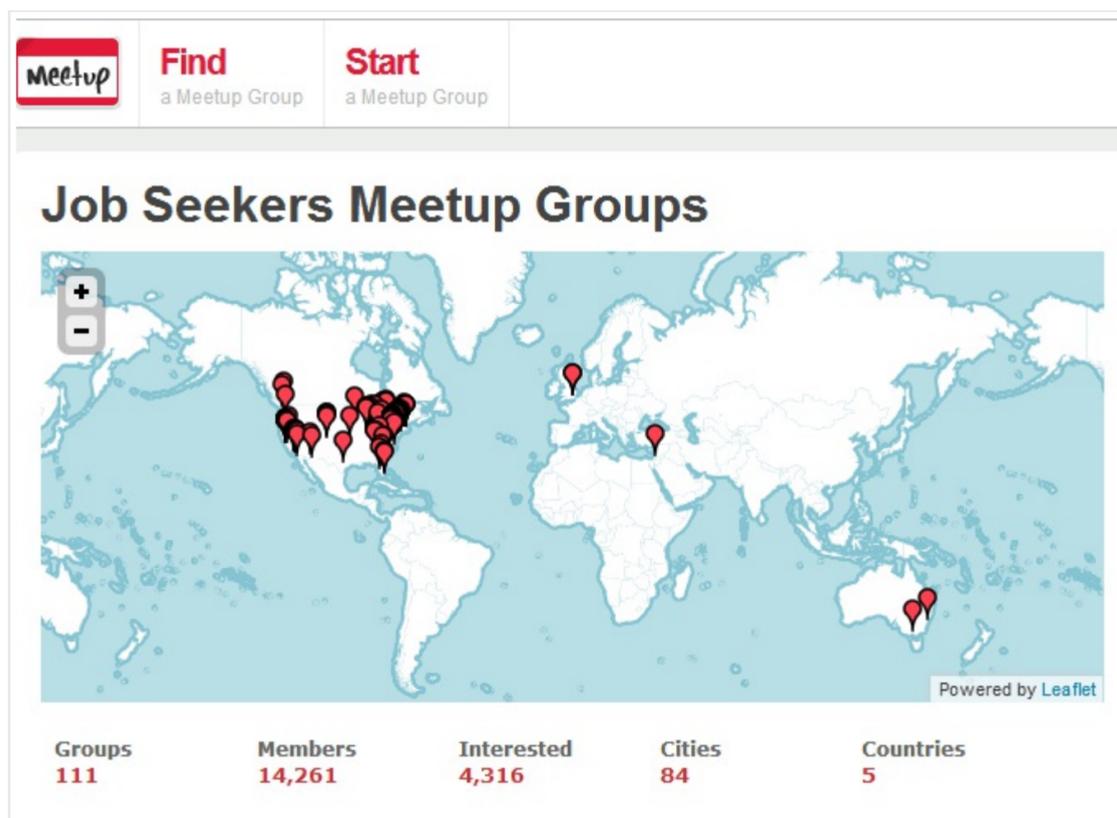
## Other social media sites

Social media is much more than just Twitter and Facebook. Learn more below about how you might use **other** social media platforms to connect with employers. If you find that you like using several different platforms, you may want to use an **app** like **TweetDeck** or **HootSuite** to manage your time. These apps allow you to **schedule posts** across multiple social networks, which can save you time and effort.

## Meetup

**Meetup** is an increasingly popular social networking website that **connects** people with **similar interests** and helps them organize **local meetings** offline. While Meetup was originally created for personal networking, more people are beginning to use the site for **professional networking**.

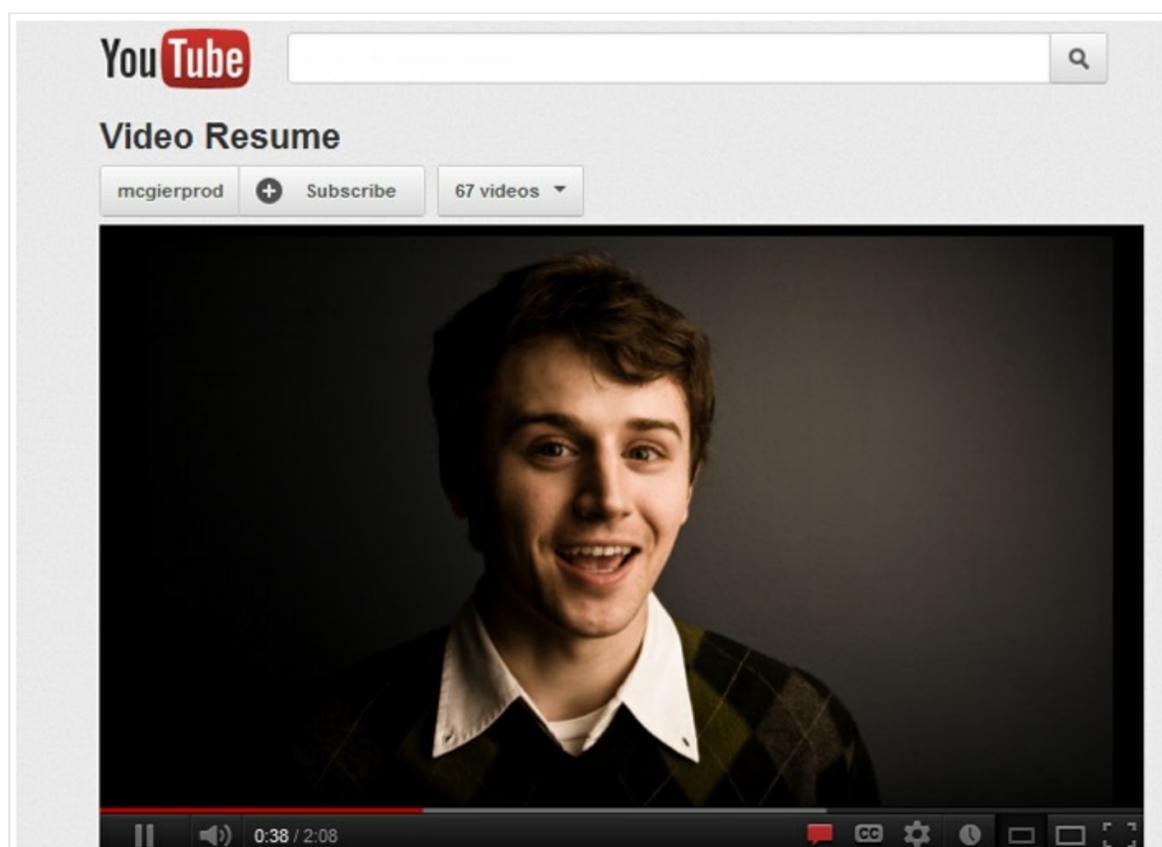
Try joining a group in your area to meet other professionals working in your field. You can also visit Meetup's **Job Seekers** page, which finds Meetup groups that focus exclusively on connecting employers and job seekers.



## YouTube and video sharing

Video sharing sites like **YouTube** and **Vimeo** allow you to connect with potential employers like never before. You can upload a **video resume**, which is a short, personal **introduction** that gives you an opportunity to showcase your **skills, talents, and personality** for an employer. You might even consider creating your own YouTube **Channel** to share your portfolio.

Visit Mashable's **Top 5 Tips for Creating Impressive Video Resumes**, or check our **YouTube tutorial** to get started.



## Blogs

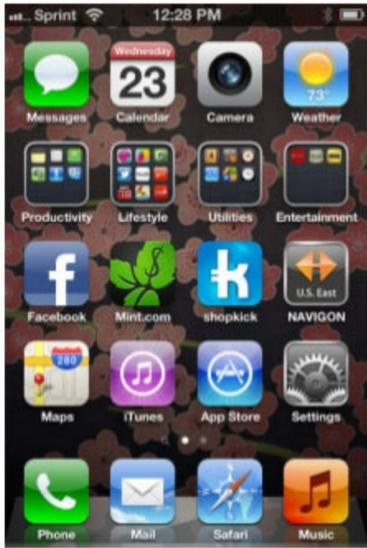
Another great way to connect with potential employers is to create your own **blog**. You'll be able to share your opinions, start discussions with other people in your field, demonstrate your **knowledge**, and establish yourself as an **expert**. Visit a blog service like **Blogger** or **WordPress**, and check out our **Blog Basics tutorial** to get started.

### Tricks and Tips for the iPhone

by [LEARNFREEJESS](#) • MAY 24, 2012 • [PRINT-FRIENDLY](#)

After being in "dumb phone" purgatory for a few years while all my friends upgraded to **smart phones**, I finally broke down and got an iPhone in October. Like most **Apple products**, the iPhone is pretty **easy to navigate** and use and I was pleased with how quickly I was able to utilize its various tools to **make my life easier**. However, there are a few things that I didn't know my iPhone could do and after knowing these little tricks, my iPhone just got a whole lot more useful. (Most of these suggestions will work with all versions of the iPhone, but be sure to have the latest software installed).

- Do you know how to **restart your phone**? Press and hold the Home button and the Sleep button. A white light will flash, the screen will shut off and then turn back on. Keep holding until the screen turns back on.



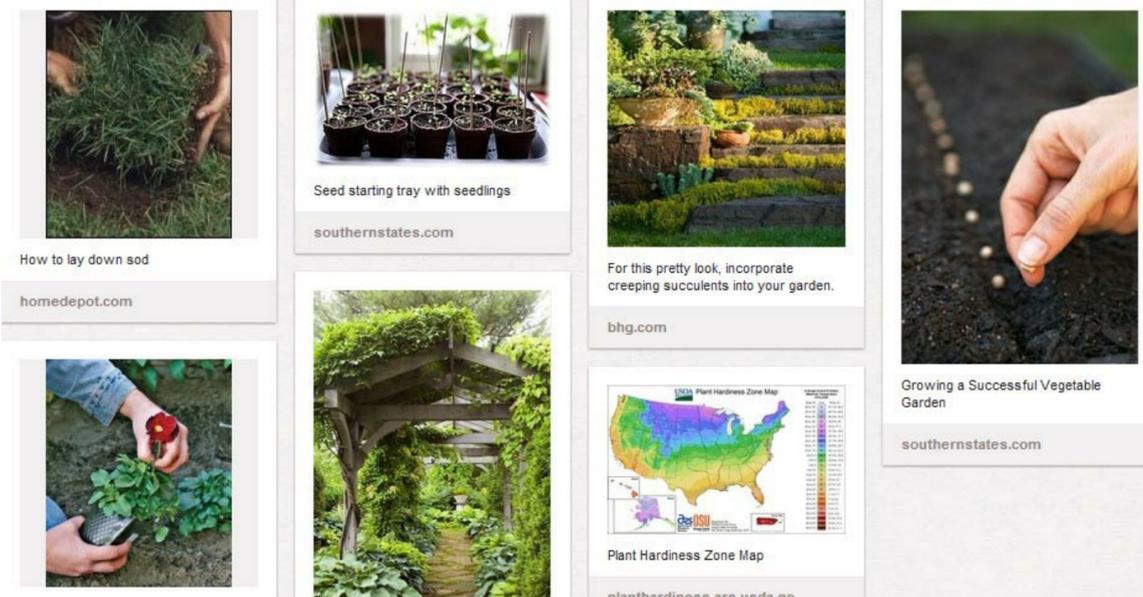
## Pinterest

While **Pinterest** might not have a reputation for professional networking, more people are using the site to **connect** with potential employers and share their personal **portfolio** with Pinterest's growing audience. Some have also used Pinterest to develop a **brand identity** by pinning items that are related to their businesses. For example, a hobby store might create a pinboard of interesting craft projects.

Try following pins from some of your favorite companies or creating a pinboard of your own projects. You might also check out **Can Pinterest Help Your Job Search?** from Mashable to learn more about using Pinterest for job hunting.

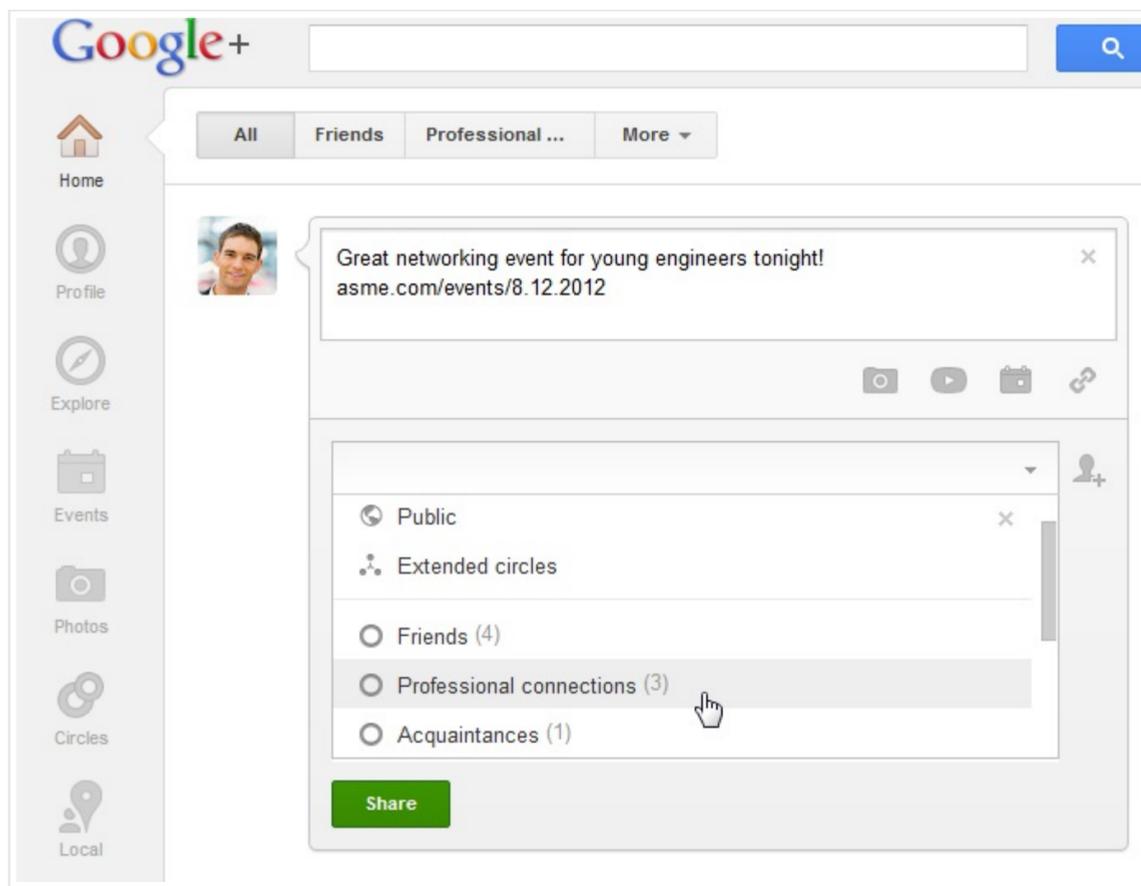
### Landscaping For Life

 Luke Mendoza 7 pins



## Google+

Although **Google+** remains less popular than other social networks, it does have one distinct **advantage** for job seekers: Google+ makes it easy to choose **who you share with**, whether you're posting an update or uploading a photo. By grouping your contacts into different **circles**—such as friends, family, acquaintances, or professional connections—you'll be able to keep your personal and professional networks **separate**.



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