

USING SOCIAL MEDIA TO SEARCH FOR A JOB



Before you begin using social media to search for a job, you should familiarize yourself with the three most popular social networking sites: LinkedIn, Facebook and Twitter. Read on to learn the best uses for each and how to set up your accounts for success.

LinkedIn

As of January 2017, LinkedIn had more than 467 million users, with two new people joining per second. Combine those numbers with the fact that at any given time LinkedIn has thousands of jobs posted on its job board, and this site is a goldmine for clever jobseekers.

LinkedIn offers a bevy of tools to jobseekers. It's an easy way to connect with recruiters, as well as with special interest groups, companies and people all over the world who share your professional goals and interests. Making these connections makes networking your way into a great new job simple. Further, LinkedIn's job board is easy to use, making it one of the quickest ways to get your resume out the door and into the hands of employers.

Here's how to get your LinkedIn profile job-search ready:

Create an eye-catching header for your LinkedIn profile. The headline appears right under your photo. You only have 120 characters (including spaces) so think of this as a snapshot of who you are and what you do. Use keywords that describe what you do, using words that others might search with when looking for a professional like you. Make sure your headline shows the value you will add to an employer. For example, an Events Planner might write, "I'm an event planner who can turn conference attendees into lifelong customers."

Write your personal brand story. When complete, you'd pop this into the "Summary" section of your profile. If the header is a snapshot, this section is the caption, explaining in more detail the glimpse the header gives those perusing your LinkedIn page. [To learn more about writing a personal brand story, click here.](#)

Beef up your profile. Include your education, all relevant work experience, awards and recognitions, volunteer work, and hobbies.

Collect references. Take the time to ask trusted contacts for references and add those to your LinkedIn page. It's a great way for potential employers perusing your page to discern quickly that you are respected in your field.

Join groups. Getting involved in industry groups is an excellent way to network online and learn about "in real life" social and professional functions that can aid your job search. If you are looking for a community of freelance writers, for example, LinkedIn has a group for that (and for just about every other profession and industry out there).



Twitter

By the end of 2016, there were more than 319 million Twitter users worldwide, making it a great resource for networking. These days, smart jobseekers and savvy recruiters are connecting on Twitter.

Here's how to get your Twitter profile job-search ready:

Update the bio section using your personal branding statement. On Twitter, you are only allowed 140 characters. Make it punchy and to the point.

Follow the companies in your industry that you admire. More and more forward-thinking companies are using Twitter to promote their job openings to a broader audience. You could be the first to know about a great opportunity if you connect with the brands and companies you love.

Take advantage of hashtags. Popular hashtags used by recruiters posting jobs are #Hiring or #NowHiring, #Jobs, and #Careers. Industry-specific hashtags can also help jobseekers connect to jobs in their field, so search tags like #techjobs or #advertising to be sure you don't miss relevant job posts.

Set your privacy settings to "public." While privacy is of the utmost importance, if you're looking for work, make your account public in order to make your profile easier to find.

Facebook

As of January 2017, there were 1.86 billion monthly active Facebook users in the world, which means Facebook has the potential to be a powerful tool in your networking plan. Granted, you won't connect with them all, but because of the number of users, Facebook has the potential to get your job search the exposure you desire.

The best way to use this social network is to broadcast your primary goal to your network: that you are looking for a new job. Be as specific as possible; for example, if you are a PR Manager seeking a new role at a non-profit, scream it from the proverbial mountaintops. Posting regularly about your job search will remind your connections that you are looking and encourage them to share leads on jobs.

Here's how to get your Facebook profile job-search ready:

Make sure your account is "Safe for Networking" (SFN). Do a sweep of your Facebook content, including all photos. Your friends might be interested in seeing your Spring Break photos, but potential employers are not, Delete! Make sure your profile picture is also work-friendly. Make sure your face is clearly visible and that you are appropriately dressed.

Polish your profile. Populate as many fields as possible, concentrating on getting your professional experience, skills and education fields up to date. Be sure to include community service work, awards, or other information that will show that you are hard-working and worth a referral.

Add your personal brand story to the "About" section. Keep it short and punchy and as specific as possible.

Questions?

Please call us for further information (805) 289-6473/VCCareer@vccd.edu