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## **Using Social Media as part of Your Job Search**

### **Tips for using LinkedIn to find a job:**

- What is LinkedIn?
  - A social networking site like Facebook, only professional
- Post a recent, professional picture of yourself
- Show expertise and what you can offer to someone reading your profile
- Add keywords to your profile to get ranked well in Google and get searchers looking at your profile
- Use LinkedIn's applications to make your profile more vibrant and engaging
- Make your profile as specific and detailed as possible
- Keep your status up-to-date
- Use positive phrasing , e.g. put "Open to opportunities" instead of "Unemployed"
- Get recommendations from employers, which can be read by others on LinkedIn
- Ask someone in your network to introduce you to someone in their network who works in your field of interest
- Network with business professionals and companies in your region
- Join a group that interests you:
  - Connect with other business professionals that have similar interests
  - Provide your own insights and knowledge by using the discussion boards
  - Post your resume in your groups to let others know you are job hunting
- Research companies:
  - Research information on companies you are interested in working for
  - Gain insights into what specific companies are looking for
  - View demographic information and recent hires for listed companies
- Job Search:
  - Use the Advanced Job Search area to find job opportunities
  - See job search results from Simply Hired
- Visit the Job Seekers page of The Learning Centre for an excellent user guide on how the site can help you

### **Tips for using Facebook to find a job:**

- Update your profile and status to reflect your need for a job
- Post links to interesting professional articles
- Include news about projects you are working on
- Add photos of your life that get people thinking – tip – make sure photos are appropriate!
- Feature content that's relevant to the job you are looking for
- Be careful of what you post on your Facebook page and what others post on your wall
- Use your Privacy Setting to control which items your contacts can view
- Upload multimedia content to showcase your skills
- Use the Info section to display resume-type information
- Search for people who can help you get a job once you have an interview or have found a company that interests you
- Job postings:
  - View job postings and other occupational information on job related Facebook applications
  - Check out the discussion boards on career issues
- Join a group that interests you:
  - Many career topics discussed in group discussion boards
  - Actual jobs may be posted on some group discussion boards

- Facebook Ads:
  - Reasonably priced
  - Reach your target audience by using keywords to target specific groups
  - Track your progress and gain insight about who's clicking on your ad

### Tips for using Twitter to find a job:

- Your Profile:
  - Set up a designated profile and account
  - Create a professional profile that will attract your target audience
  - Choose a professional Twitter address using your name or a combination of your name and profession that sounds good and is easy to remember
- “Tweeting”:
- Tweet about things that demonstrate your intelligence, ambitions, work ethic, interests, to potential employers
- Keep tweets professional and responsible
- Choose to have your tweets public
- Respond to tweets by other people
- Find specific people to follow:
  - Find friends and co-workers who are already on Twitter
  - If you are looking for a job in a certain field, follow people in that field who happen to be on Twitter
- Get people to follow you:
  - Send e-mails to invite people to become Twitter members
  - Invite people to follow you on Twitter by promoting your Twitter address
- Search:
  - Use the search feature to see what is being said about a company or topic that interests you
  - Find information on specific employers

### Tips for using MySpace to find a job:

- Use your page to promote yourself as a business person
- Include relevant content and samples of your work
- Easy for musicians, comedians and filmmakers and other performance artists to showcase and promote their skills
- MySpace MyAds:
  - Target specific demographic groups
  - Choose your budget and schedule
  - Monitor how your ads are doing
- MySpace Jobs:
  - Search through job postings and watch videos on career topics to help you with your job search
- Target “friends” who fit within your target audience

### Tips for using other social networks to find a job:

- **Plaxo ([www.plaxo.com](http://www.plaxo.com)) – An online address book:**
  - Organize your contacts to create an “Internet address book”
  - Use the job section to review job listings unique to Plaxo users
  - Keep your status updated and your information current
  - Complement your networking and job-hunting efforts
- **Ning ([www.ning.com](http://www.ning.com)) – A social network host:**
  - Browse through many social networks
  - Create your own network
  - Find networks relating specifically to your field of expertise
- **Ryze ([www.ryze.com](http://www.ryze.com)) – A social network for business professionals:**
  - Network strictly with business professionals
  - See which networks are the most active and which have the most members
- **Xing ([www.xing.com](http://www.xing.com)) – An international business network:**
  - Network with business professionals around the globe
  - Use your network to find contacts at companies that interest you
  - Look through job postings