

Tip Sheet: SOCIAL MEDIA - TIPS

Step out of your comfort zone and use social media to network, job search, and update your skills and knowledge. If you are concerned about safety online, remember, you have control over your privacy settings.

Here are 7 tips for using social media in your job search:

#1: Plan a social media strategy that is right for your specific career goals

Think about the types of organizations you want to work for. Research the networks those companies and the people within them are using and participate on those networks too.

#2: Build an online professional profile

Almost all employers will do a Google or LinkedIn search on potential candidates. Make sure that when employers find you, they are seeing information about your professional accomplishments and background that is up to date. If there are too many videos, photos, and other references and links to your personal life, you should utilize privacy settings and consider disabling or removing some of these other links.

#3: Create a robust LinkedIn profile

Your profile will need to be polished, professional, and complete. Actively participate in discussions and identify individuals whom you can converse with online who may be able to help you build a network and eventually lead you to getting the job you want. Follow articles and organizations so you are receiving up to date information about what is happening.

#4: Use platforms like Twitter to expand your network

Build relationships with organizations and individuals of interest to you and do not be afraid to reach out through several social media platforms. Many industry related Twitter chats exist that can help you communicate your knowledge of different industries to the right people.

#5: Consider starting a blog related to the career interests you are passionate about

In addition to your own posts, you can comment on other material on the same topic. This will give you an opportunity to communicate with others who share similar interests and connect with them. Some of your readers may be in a position to hire and be impressed with your initiative and ingenuity.

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#6: Pay it forward

Communicate and share information. Re-tweeting, forwarding links, articles, and other relevant social media will not only raise your online profile, but it will encourage others to also do the same for you.

#7: Use social media to research organizations and people

You may discover information that will be important to your interview preparation and help you stand out to your interviewers.

