



The Career Treking Social Media Guide for Job Searching

There are many different social media sites available but the two most effective in a job search are Linked in (www.linkedin.com) and twitter (www.twitter.com).

Linked In

Linked in is the largest and most professional networking site available. It enables job seekers to “link” to contacts in virtually every industry and organization. Job seekers can ask for introductions, research people you will be interviewing with, or join groups to get information on specific firms and industries. Recruiters will post jobs on Linked In as well as search for specific candidates to fill positions. In a tight job market, recruiters want to screen for specific skills and accomplishments, and Linked In is one of the most popular ways to do so.

How to get started:

1. Log onto linked In (www.linkedin.com) and set up your profile. Be sure to use keywords that describe your background and the jobs you are looking for. The best place to find relevant keywords is in the job listings that appeal to you, as well as the LinkedIn profiles of people with the type of positions you want. Use the profile to describe your summer jobs, internships, volunteer work or personal passions. Don't be shy: use this as an opportunity to shine. Your profile should be 100% complete: a professional picture, no gaps in employment and a minimum of three recommendations. Nothing builds credibility like third party endorsements. The most impressive LinkedIn profiles have at least one recommendation associated with each job a person has held. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, classmates with whom you shared an extra curricular activity and professional mentors. Utilize the personal url option when creating your profile.
2. “Link” to other people. Search people you know (family, friends, your school's alumni group, career services group, former bosses, your roommate's family... the list goes on) and ask to link with them. Keep working your list on an ongoing basis. Ask people you network with or interview with if you can link to them. You will be surprised how many

contacts you already have. When you ask if you can link to them, craft a personal note in the email request section. Although Linked In provides a standard message to link, it's better to personalize the message. You can also upload your address book to LinkedIn. In seconds you can connect to everyone, from your classmates to your manager.

3. You can include up to three additional links in your profile. You can link to your blog if you have one, your portfolio (ie, art, writing, etc) or to a specific site you like. You might also consider creating a resume video on You Tube and link that to your profile. (Of course, any additional content or video will be entirely respectable and professional!)

4. Share your news frequently. The best way to stay on other people's radar screens is to update your status on LinkedIn (the box near the top of your profile) at least once a week. Tell people about events you are attending, major projects you've completed, professional books you are reading, successes you are celebrating or any other news that you would tell someone at a networking reception or on a quick catch-up phone call. You can also submit articles and share information.

How to use Linked In for your job search:

1. Search contacts for interviews. Before every interview, check Linked In to see what you can learn about the person you will be interviewing with.
2. Find a job online and check to see if you know anyone who knows someone at that organization.
3. Connect with old contacts.
4. Search by company name or keywords to find jobs posted.
5. Establish a professional presence for yourself by updating your profile periodically: weekly updates are ideal.

Twitter

Twitter is a micro blogging social network site. Users have 140 characters to answer the question, "what are you doing right now?". People use Twitter to disseminate and collect information. They also use it in their job search: you can easily stay up to date with your industry or specific jobs with Twitter. Twitter even has a jobs posting section (www.twitter.jobsearch.com). Because it costs so little to post a job, more and more recruiters are using it. Twitter takes some time to get used to, but it is well worth the investment. Be sure to "tweet" on an ongoing basis.

1. Log onto Twitter (www.twitter.com) and begin your profile. Pick a user name that closely resembles your real name. Use a real picture, a real location and write a professional bio: tell people you're a student. Tell them what university, and spell it out. Tell them your major. You can also mention something about yourself, but nothing political or religious in nature.
2. Link your twitter profile to your Linked In profile. Do not link it to Facebook. If you want to be seen, don't protect your updates. Choose several media outlets to follow. It's an easy way to stay informed.
3. Look for people to follow: professionals in your field, professors in your field or you college alumni group.
4. Submit information that's useful. You might find some online articles or blogs you want to link to or perhaps some statistics you come across. Most articles now offer the choice to "share" and that means posting them to your Twitter and Linked In accounts.
5. The simplest tweet is the **update**. You say something to the world. I tweeted this yesterday: The most recent unemployment figures show a .5% decrease in Massachusetts.
6. The second simplest tweet is the **reply**. I want to reply to something someone said. If I click the little curvy "reply" arrow on Twitter, it will start my tweet with the @ symbol and that person's username.
7. Sometimes you can find information that you want to share with your network. This is called a **retweet**. You copy their tweet and their username, and you add an RT to the very front with an @ before their name.
8. Finally, Twitter's job search site (www.twit.jobsearch.com) is one of the fastest growing job boards. Check it out periodically for jobs in your chosen field and/or location.