

PROFESSIONAL

SOCIAL MEDIA IN YOUR JOB SEARCH

Professionalizing your image online can help people find you for opportunities in your field, it is about building your brand!

It is not about who you know, but who knows you. You can reach a wider audience and gain more connections by leveraging the power of social media.



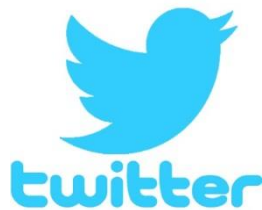
ADD VALUE TO YOUR RESUME

- A resume is normally kept at a maximum of two pages, LinkedIn allows you to go into **greater detail** about each of your work and volunteer experiences, and to list a greater amount of them than a resume.
- Present yourself **visually** by attaching a headshot, in addition to media, documents, and pictures to **showcase your skills and accomplishments**.
- Connect with others who can **endorse your skills** or write a recommendations (ie: colleagues, instructors, supervisors)
- Don't forget to include your **customized LinkedIn URL** on your resume (in your contact information)!

DEVELOP A NETWORKING AND JOB SEARCH STRATEGY

- **Locate alumni** by clicking on 'My Network' and then 'Find Alumni' from the programs at the schools you went to find where they work, what they do, what they studies and what they are skilled at and how you are connected (look at the 2nd connections to see who you might have in common and 'ask for an introduction'. This way, you can learn about a greater variety of potential career paths.
- **Join groups of interest in your field**. Because it is free to communicate with members of groups that you join, it is an ideal place to ask for an informational interview or request advice from a more experienced member.
- **Use forums within groups** that you can use to keep yourself aware of current trends, or highlight your skills and knowledge by contributing your opinions and experiences.
- **Write articles** to convey to connections your advice/ perspective on a hot topic, or to educate them in a specialty of yours in the publish and post feature
- **Use the Jobs tab** to search for and apply to jobs, and locate companies that would hire someone with your knowledge, skills, and experiences.

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BUILD YOUR BRAND

- Follow professionals and companies in your industry or career area of interest to stay informed of current trends and topics in your field. You can even add to the discussion whenever you have something interesting to share
- Follow companies, seeing where they may be hosting career fairs, finding out when they post jobs on their website, and keeping informed of their general activities.

The Facebook logo, consisting of the word "facebook" in white, lowercase, sans-serif font, centered within a solid blue rectangular background.

RESEARCH THE COMPANY

- Many companies have Facebook, <https://www.facebook.com/>, accounts they use to promote job openings and to give information about what they are doing, for example partnerships they participate in or causes they support.
- Use this resource in addition to the company's website to see how well you may fit in with the company culture, ethics, values, and mission.
- You can have a private profile but hiring managers may still see what you have liked and commented on, so be careful to not post radical messages or pictures, and to keep your comments positive.

Most importantly, remember to professionalize your social media throughout your employment and not just through the job search process!