SOCIAL MEDIA GUIDE

WHAT'S MY BRAND? ASSESS YOUR DIGITAL FOOTPRINT

HELPFUL SOCIAL MEDIA CHECKLISTS INSIDE!
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**What’s My Brand?**

**WHO’S GOOGLING YOU?**
When you’re applying for an internship or a job, employers can and will search for information about you online. It is up to you to control what they find!

You don’t have to be @NaughtyAlicia. Just as a bad social media presence can cost you a job opportunity, an outstanding personal brand online can also help you to get noticed and, potentially, help you to land your dream job. This guide will cover some specific tips for a variety of platforms, including Facebook, Twitter, and LinkedIn, and give you some tips on how to create a great personal brand. Along the way, you will also have the chance to assess your current social media presence and decide what changes you need to implement.

### TIP: Google yourself - put your name in quotes (i.e. “John Smith”) and hit search. How would you rate the results? You might want to also try Bing and Yahoo to see if your results differ.

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<th>Poor</th>
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<td>Search results lead to items that reflect negatively on me, or there are no results that appear at all.</td>
<td>A few results appear for me (3-5), but they do not significantly contribute to my professional brand. Some results may connect to another person sharing the same name.</td>
<td>There are 5 or more positive results on the first page that correspond to my name and positively represent my professional brand.</td>
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Now, look at the results for Images, News, Videos, etc. Using the same scale, how would you rate yourself in these areas?

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If there is anything bad that you found, schedule an appointment with your Career Consultant at the UGA Career Center and get advice on how to address the problem. Don’t wait until the last minute – cleaning up your “digital dirt” can be a bit of a process!
**Snapchat**

*Connecting to your exterior network.*

**Tips**
1. Companies are using geofilters to look for potential interns/employees in their area.
2. Be mindful of what your snaps say about you professionally and personally.
3. You do not need to be on every social media platform to successfully grow your personal brand.

**How can you use Snapchat during your job search?**

Seek out potential employers Snapchat accounts.

Turn your resume into a story.

Stay up to date on current issues.

Snapchat is thought to have the *most engaged* social media audience, with more than *700 million* snaps a day.

“Snapchat is a fun, playful platform. More recently, it’s made strides in the brand-building career sector” (Honeysett, 2016).
LinkedIn

With over 433 million users worldwide, LinkedIn is one of the fastest-growing and most effective platforms for professional networking and job searching online. Designed to help you increase your visibility and build a professional brand, LinkedIn also offers resources that can help you cultivate a network, research career paths, apply for jobs and learn more about specific companies.

CREATING YOUR PROFILE
(See LinkedIn Profile Checklist on the next 2 pages)

NETWORKING

How It Works: The more connections you have, the more you will be able to leverage LinkedIn to support your career goals. LinkedIn works on the “6 Degrees of Separation” concept, except there are only three degrees on LinkedIn: 1st, 2nd, and 3rd level connections. The more connections you have, the larger your network of potential resources. This is particularly important because you can typically only message or view the profiles of individuals who are 1st level or 2nd level connections.
LinkedIn Profile Checklist

☐ PHOTO: It doesn’t have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don’t forget to smile!

☐ HEADLINE: Tell people what you’re excited about now and the cool things you want to do in the future.

☐ SUMMARY: Describe what motivates you, what you’re skilled at, and what’s next.

☐ EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

☐ ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

Continued >>
**EDUCATION:** Starting with college, list all the educational experiences you’ve had - including summer programs.

**SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you’re best at.

**HONORS & AWARDS:** If you earned a prize in or out of school, don’t be shy. Let the world know about it!

**COURSES:** List the classes that show off the skills and interests you’re most excited about.

**PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

**RECOMMENDATIONS:** Ask managers, professors, or classmates who’ve worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

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**Education**

University of California, Berkeley
Economics, B.A.
2010 – 2014 (expected)

**Volunteer Experience & Causes**

Big Buddy
Skylane High School
September 2012 – May 2013 (9 months) I Education
Mentored an Oakland high school student through the college application process, helping him get into his dream school.

**Skills & Expertise**

Most endorsed for...

- Economics
- Start-ups
- Due Diligence
- Venture Capital
- Management

**Honors & Awards**

The Achievement Award Program
UC Berkeley
Five-year scholarship awarded to community-minded students with a proven track record of academic success.

**Courses**

University of California, Berkeley
- Microeconomic Theory (Econ 101A)
- International Monetary Economics (162)
- Public Economics (290A)

**Projects**

Venture Capital Financing in India

- May 2013

For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

- 5 team members
  - David Xiao
    - Econ Major and Aspiring Financial Analyst
  - Paul Smith
    - Student at UC Berkeley

**Recommendations**

Venture Capital Internship
Berkeley Ventures

Tim Lee
Partner

David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

- We don’t normally hire undergrads as interns but after working with David, we will again!
- November 13, 2013, Tim managed

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Want more LinkedIn tips for students? Check out [students.linkedin.com](http://students.linkedin.com)
START CONNECTING

After creating a profile, begin connecting with friends and colleagues whom you already know. When inviting others to connect, try to customize your invitation as much as possible. The default message (“I’d like to add you to my professional network on LinkedIn.”) is boring and generic. Instead, add a personal note mentioning how you met and why you would like to connect:

Hi Kelly,
We sat next to each other last semester in Finance class. I enjoyed working with you and I wanted to add you to my network. I use LinkedIn to keep track of my professional connections. Best of luck in your classes this semester!
Sincerely,
Rachel

When connecting with someone you have never met (or do not know very well), sending a customized message is even more important. Be sure to communicate your reason for reaching out so they understand the intent behind your invitation:

Dear Mr. Smith,
I am currently a senior biology major at UGA hoping to enter the medical research industry, and I noticed on your profile that you are also a UGA alumnus with experience in this field. I would love the opportunity to connect with you and learn more about your career path. Thanks!
Sincerely,
John Daniels
To begin exploring potential connections, use the “People Search” function on LinkedIn. The “Advanced People Search” function (shown below) is particularly helpful for locating professionals with specific qualifications:

Use a general keyword to find professionals who mention this word or phrase in their profile. Examples could include “marketing” or “veterinary research”

You can also search by job title, company, or school.

**TIP:** Quotations may be used to generate more accurate results (i.e. typing “University of Georgia” will prevent profiles with Georgia State University, Georgia Southern University, etc. from appearing in the results)

LinkedIn offers suggestions for potential new connections each time you log in – this list is found under the “My Network” dropdown menu and titled “People You May Know.” Visit this page periodically to grow your network!
LinkedIn

FIND ALUMNI

Looking for connections in a specific city or industry? Check out the “Find Alumni” feature, which is located under the “Connections” tab on the navigation bar. You can quickly click on the graph to filter alumni by location, company, industry, and more.

This resource is great for networking in a new town and locating professionals in your area of interest with whom you already share the UGA connection!

RESEARCH MAJORS AND CAREERS

If you want to learn more about a specific major or career, try narrowing the results using the filters on the Find Alumni tool. Have a major you’re interested in? Check out what UGA alumni have done with that major using the “What They Studied” filter. You can also explore career fields by locating professionals who work in that field using the “What They Do” filter. Once you find contacts with similar interests, you can review their profiles to understand their career path or send them a message to connect for an informational interview. Learning about the career paths of others is a great way to learn whether your goals are realistic and see what steps you might take to be successful!
LinkedIn

JOB SEARCHING TOOLS

LinkedIn Student App

The LinkedIn Student App is a valuable tool to explore internships and entry-level opportunities.

Company and Position Research

Additionally, you can conduct research on companies or positions of interest. Search for people with a similar job title and review their profiles to learn more about their background and their position. Visit the “Companies” page – available on the navigation bar under “Interests” – and type in the name of your organization to see if any additional information appears. You may also be able to browse through a list of professionals affiliated with that company and review the information in their profiles.
Joining Groups is another quick way to build your network on LinkedIn. If you participate in Group conversations and contribute valuable input, you can enhance your professional brand. Your Group memberships should reflect the professional affiliations you have in real life. Examples might include:

- **University of Georgia Alumni Association**: This group has nearly 31,000 members. You can join as a student to begin networking with fellow Bulldogs!

- **Regional Alumni Chapters**: Many metropolitan areas such as Atlanta, New York, and Washington D.C. have their own UGA Alumni chapter on LinkedIn. This is a great way to branch out if you are hoping to move to another city.

- **Fraternity/Sorority or Other Organizations**: If you are part of a fraternity, sorority, or other student organization, check to see if there is an affiliated LinkedIn group. There may be both national and regional branches of your organization that you can incorporate into your network.

- **Professional Associations**: Find out the professional organizations affiliated with your profession of interest, and then see if that organization has a LinkedIn presence. If you are not sure what organizations are appropriate, look at the profiles of other professionals to learn more, or check the UGA Career Center “What Can I Do With a Major In…” page.

With nearly 31,000 members, the UGA Alumni Association is a great place to connect with fellow Bulldogs, even if you are still a student!
LinkedIn Checklist

☐ I have created a LinkedIn profile, which appears when my name is entered into a search engine.

☐ I have created a unique LinkedIn URL.

☐ My LinkedIn profile has a professional photograph (a headshot with only myself in the image).

☐ My LinkedIn profile has an informative and memorable professional heading that summarizes my job title, major, and/or professional aspirations.

☐ My profile contains a professional summary that outlines my qualifications and aspirations, including relevant work experience and co-curricular experiences.

☐ My current work history is displayed (with descriptions).

☐ My academic, community, and professional involvements are displayed (with descriptions).

☐ I have obtained at least one recommendation from each position I held, preferably from a supervisor or manager.

☐ I am a member of 3-5 groups that reflect my professional involvements and interests.

☐ I have added relevant multimedia to my profile, such as links to my blog, portfolio samples, or PowerPoint presentations.

☐ I have started adding contacts to my network and currently have at least 50 connections.

☐ I update my status on LinkedIn about once a week, sharing recent projects, industry articles, and professional events you’re attending; as well as professional updates.

How many of these boxes were you able to check?

1-3 Needs Work:
You probably want to spend some time further developing your presence on LinkedIn. Begin by updating your profile and following some leaders in your industry.

4-6 Good:
You have a good start to developing a professional presence on LinkedIn, but there is still room for improvement. Review the checklist to determine next steps.

7-10 Networking Pro:
You have successfully developed your professional brand on LinkedIn. Keep up the good work and look for ways to leverage LinkedIn for growing your network!
Do you know who can view your profile? Do you know what your profile looks like to your friends as well as the general public? You can find out by using the “view as” feature.

Consider making a professional page and a personal page.

Make all of your profile information current and complete. Be sure to include your contact information (email and/or phone number), education, internships, study abroad, work and volunteer experience, etc.

Be consistent. The information that you include on Facebook (education, work experience, etc.) should match the information that you have on your resume, LinkedIn, or any other social media sites that you may have.
Utilize the “lists” feature. This allows you to divide your Facebook friends into various groups (i.e. family, college friends, etc.) and then post updates or photos that can only be seen by that targeted group.

WALL POSTS & OTHER COMMUNICATION
- Filter what you post. If you will not say something to someone’s face, do not write it on Facebook.
- Write in complete sentences. Do not use text talk.
- Be aware of how your language may be misinterpreted. It can be difficult to accurately communicate what you truly mean only using the written word.
- Avoid profanity, inappropriate topics, political rants, etc. There is a fine line between posting your opinion and being offensive.
- Try to make your posts worthwhile by mentioning topics like an interesting article you read or a conference you attended, for example.
- Avoid being overly negative and never bad mouth past or current employers.
- Limit the number of times you post something daily.
Facebook

FACEBOOK SEARCH

Facebook Search helps you find more of the people, places and things you’re looking for and discover new connections based on what others have shared with you on Facebook.

You can then use your search bar to find people to network with. You can find alumni who graduated with your major or alumni that live in a specific city.

You can also look through your friend’s friends to find people who work at a specific company. You will be able to see who your connection is, and you can reach out to that friend and ask for an introduction.
Facebook

FACEBOOK FOR CAREER EXPLORATION, JOB SEARCHING, & NETWORKING

As mentioned earlier, Facebook can be utilized as a resource for career exploration, job searching, and networking. The following section provides recommendations for ways to accomplish just that.

Conduct company research. Search for companies you are interested in on Facebook and “like” their pages. Any updates they post will then appear in your newsfeed, and this will help you stay current with what is going on in that industry. Sometimes companies have separate “career pages” that you should also look for. Oftentimes those pages will include sections about a day in the life of a current professional, career videos, job opportunities, company history, community involvement, upcoming networking events, etc.

Use your posts and status updates to your advantage. Make yourself a headline like you would on LinkedIn. Are you looking for a job? What kind? In what industry? If you make this information readily available, perhaps someone will see that and connect with you.

Post Example
I am currently a Sport Management student at the University of Georgia and will be graduating in May 2014. I have two years of relevant leadership experience and am looking for a summer internship in the management consulting field. My goal is to gain additional project experience at a small to mid-sized firm.

Group Post Example
Hello fellow UGA Alumni! My name is Madison Smith and I am a recent UGA finance graduate. I am currently seeking a position as a Financial Analyst in the Little Rock area. If you happen to know of anyone that I could connect with about job opportunities or general advice for breaking into the field, please let me know. I really appreciate any thoughts that you may have. Thanks!

Join and be active in groups. Join and be active in groups that relate to your interests and industry. “Like” or join UGA Alumni pages and groups, and post an introduction stating your interest. Contribute to discussions, post links or resources, and network.
Facebook

EXAMPLES OF COMPANY FACEBOOK PAGES

To the right is the Facebook page for Liberty Mutual. Notice that they include a “More” tab and select “Career”. You can search for jobs directly through their Facebook page.

Other great examples of company pages include PwC US Careers, Careers at Dell, Nestle Purina Careers, and Target Careers. If you have a particular company that you are interested in, search for their Facebook page and see what information they reveal.

Liberty Mutual has the following “Careers at Liberty Mutual” page that outlines the various departments of the company that you could work for as well as full descriptions of the jobs, qualifications, and links to apply for those positions, education, skills, and interests.

Facebook is just another way to find openings within a company.
Facebook Checklist

- I have reviewed the latest information about security settings on Facebook and changed my settings accordingly.
- My profile photo (and previous profile photos) would be considered appropriate if viewed by an employer.
- My cover photo (and previous cover photos) would be considered appropriate if viewed by an employer.
- Photos of me (either uploaded by me or tagged by others) would be considered appropriate if viewed by an employer. If not, I have either removed inappropriate photos or changed my settings to prevent others from seeing my pictures.
- My “About Me” section and other profile information, such as Favorite Quotes, is appropriate for viewing by an employer or blocked using security settings.
- I have updated my lists so that contacts related to my professional life will not receive my personal status updates or other postings.
- My status updates are appropriate for viewing by an employer, or have been blocked using security settings.
- My “Likes” and other Facebook activities (such as event participation) is not visible or is appropriate for viewing by employers.
- I have investigated some of my target employers to see whether they have a presence on Facebook.

How many of these boxes were you able to check?

1-3 Needs Work:
You probably want to spend some time further developing your presence on Facebook. Begin by updating your profile and following some leaders in your industry.

4-6 Good:
You have a good start to developing a professional presence on Facebook, but there is still room for improvement. Review the checklist to determine next steps.

7-10 Networking Pro:
You have successfully developed your professional brand on Facebook. Keep up the good work and look for ways to leverage Facebook for growing your network!
The purpose of Twitter is to share pictures, news, links and information in 140 characters or less. Love it or hate it, it is an excellent way for you to get connected with people, including those hard to find employers who don’t like to publish their email addresses. Depending on who you follow, it can help you discover new information and build connections. Even if you do not want to tweet, you can use Twitter to listen. It is used by many individuals to stay abreast of what is going on their industry, and it can be used by you to stay informed. To use Twitter effectively, you should know how to “speak Twitter lingo”.

### Do You Know How to Speak Twitter Lingo?

**Tweet:** A 140-character message.

**Retweet (RT):** Re-sharing or giving credit to someone else’s tweet.

**Feed:** The stream of tweets you see on your homepage. It is compromised of updates from users you follow.

**Handle:** Your username (e.g. @UGACareerCenter)

**Mention (@):** A way to reference another user by their username in a tweet. Users are notified when they are mentioned. It is a way to conduct discussions with other users in a public realm.

**Hashtag (#):** A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #ArchReady, #CommittitotheG). A hashtag is a discovery tool that allows others to find your tweets, based on topics. You can also click a hashtag to see all the tweets that mention it in real time—even from people you do not follow.

**Twitter Chat:** A pre-arranged chat that happens on Twitter through the use of Twitter updates (called tweets) that include a predefined hashtag to link those tweets together in a virtual conversation (e.g. #UGAjobchat #NPRTwitterChat)

### CAREER EXPLORATION

**Your Profile**
In 160 characters, explain:
Who you are...
What you do...
Where you do it...
What kinds of opportunities you’re interested in...

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**Ashley Harris**
@AHarris2015
Student at the University of Georgia, Anthropology major, Soccer player, & VP of DZ. Seeking an internship in a museum or national park.
**Twitter**

**GENERAL TIPS**

- Know that you do not have to tweet often, but if you do, you are more likely to have people reply to your posts and want to follow you.

- Keep your Twitter profile public so that others can follow and interact with you.

- Think of your Twitter profile as a billboard— if you wouldn’t want your tweet plastered on a sign by the highway, don’t post it.

- Do not over tweet or over re-tweet. Your followers will stop following you if you post too often or if you are not sharing some original info. Be a thought leader!

- Build your network before you need it. Do not be “that guy” who only contacts people when they want something.

- Do share information that is relevant to your career goals.

- You have to give to get. Comment on what others post if you want to get noticed.

- Follow hashtags and engage in chats.

- Do not forget that everyone can see what you post. Think before you tweet.
HOW TO RESEARCH CAREERS

A good starting point is to identify Twitter users that put out useful career-related content. Visit www.wefollow.com and look for industry leaders in careers you are considering. Type a few different terms into the search bar like “career information” or “[industry] careers” and follow users that share information about their industry. Blogs and other websites can also be used to source individuals to follow. One good practice is to follow general career advice accounts, like Heather Huhman’s shown below.

It can also help to ask questions directly to users. Here is a sample tweet:
@username How did you break into your career? Any advice for a current UGA student?

Or-
@username Hello, I see that you’re a _____ at _____ company. Can I connect with you to ask you a few questions about your career path?

Before asking a question like the ones above, build the relationship by commenting on Twitter users’ posts or sharing information you think would be relevant to them.

RESEARCHING CAREERS EXAMPLE

Lillian is a sophomore Advertising major at UGA. She wasn’t sure what she wanted to do after she graduated, so she identified UGA alumni who were advertising majors on Twitter and followed them. Lillian went to wefollow.com and also searched for alumni in the keywords search bar in Twitter.

After commenting on a few alumni posts, she reached out directly to individual alums to ask for advice. Though some alumni did not get back to her, she had a few that told her to direct message her email and phone number to connect for an informational interview. After a few of these conversations, she was able to get a better understanding of the various career paths in advertising and what would be the best fit.
HOW TO RESEARCH COMPANIES AND ORGANIZATIONS
“One good thing about Twitter is that you can connect with anyone you want, without having to ask them first.” - Thomas Gimbel, CEO recruiting and staffing firm LaSalle Network
There are some companies that have accounts dedicated to solely posting jobs. You can type in “[industry] jobs” and look to see if there is an account that posts positions in that field.

@ATT @EY_CareersUS @JobsatNewell @NCRCorporation @universityofga
@Capgemini @GECareers @JoinDeloitteUS @PwC_US_Careers @usairforce
@CDCgov @googlejobs @KPMGUSCareers @StateFarm @UPS
@CocaCola @IBMCampusUSA @Kroger @TeachForAmerica @USDA
@Delta @InsightGlobal @Macys @TXTSystems @WalmartCareers

Request to follow companies that interest you and you can stay up to date on new information and available internships/jobs within that company. Here are a few popular companies’ Twitter handles below:

DON’T
When inquiring about a job or internship...
@username What jobs does your company have available???

When following up after an application...
@companyname Hey! I keep sending applications on ur site but no one ever gets back?!?! Am I wasting my time?!? #angry #neveragain

When trying to get noticed by a recruiter...
@recruiter I can sing and act too can you help me pursue my dream in becoming an actor and singer please am begging you u are my only hope

@recruiter Hire me! Hire me please! #YourNextEmployee

DO
When inquiring about a job or internship...
@username Can you please convey which roles are available in Digital Technology roles? #Digital #Jobs

When following up after an application...
@companyname I just applied for the _______ position with your company. I would love to work there and would be glad to answer any questions.

When trying to get noticed by a recruiter...
@recruiter Any advice on what I can do to make myself more competitive for future internships? Here’s my LinkedIn: http://linkd.in/18WJYOe

@recruiter Thanks for sharing that article! I am interested in breaking into that industry and found it helpful.
Twitter

JOB SEARCHING AND NETWORKING

Networking is the number one way UGA students find employment! You can build mutually beneficial relationships with friends, family, professors, and anyone that you meet.

Here are a few quick tips to get started:

- **Job Search Accounts on Twitter**
  - @comminternships (communication internships)
  - @EngineerJobs (engineering jobs)
  - @Glassdoor (salary information and job reviews)
  - @idealist (nonprofit jobs)
  - @indeed (job/internship search)
  - @MarketJobsUSA (marketing and PR jobs)
  - @nyinternships (New York internships)
  - @payscale (salary information)
  - @Salary (salary information)
  - @USAJOBS (federal government jobs)

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**USING TWITTER TO JOB SEARCH EXAMPLE**

Lydia May is a 2nd year student at UGA and is considering a career in either Journalism or Advertising. She used WeFollow to identify Twitter users to follow that tweeted about her careers of interests and then took it a step further by looking at what Twitter accounts these top accounts followed. Eventually, it became hard to keep up with all the people she was following, so Lydia created an Advertising Twitter List and a Journalism Twitter list to help her keep her information organized.

By following these industry leaders, she identified accounts that tweeted jobs of interest to her. She also was able to get advice from employees working at companies she is considering applying to for internships by asking when she should start applying and where she should look. Doing this helped her make sure she didn’t miss important application deadlines and it even gave her a leg up on her competition. Because she had established these industry relationships early, her name was passed along directly to the hiring manager and ultimately got hired.
SAMPLE COMMUNICATION

There are many ways that you can use Twitter to communicate with potential hiring managers.

**Below are a few examples:**

**Follow up after an application**

@companyname I just applied for the _______ position with your company. I would love to work there and would be glad to answer any questions.

**To get noticed by an individual recruiter**

@recruitername Any advice on what I can do to make myself more competitive for future internships? Here’s my LinkedIn: http://linkd.in/18WJY0e

@recruiter Thanks for sharing that article! I am interested in breaking into that industry and found it helpful.

**Showcase your industry knowledge**

Here’s a great article on the future of cloud computing: http://bit.ly/10ugvl6 #IT #ITcareers
**USING TWITTER LISTS**

A Twitter list is a group of Twitter users. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of tweets from only the users on that list.

NOTE: Lists are used for reading Tweets only. You cannot send or direct a Tweet to members of a list, for only those list members to see.

To learn how to create, add or remove people from your lists, see lists that you are on, or to find a list’s URL to share, visit: https://support.twitter.com/articles/76460-using-twitter-lists

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**You will be better organized.**

- Use lists to categorize the Twitter users that you follow specifically for job search purposes and keep them separate from the other users you follow.

**List can help you build your personal brand**

- The lists you make are valuable to other people AND relevant to your personal brand, so that people remember you later when they need help from someone like you.

**Simplify your twitter usage**

- By organizing your tweets into relevant lists, you can better focus on getting things done such as following up on job listings.

**Find relevant Twitter users to follow**

- By seeing other people’s lists, you can discover who other similar job seekers found helpful for their Twitter job searches.
Twitter Checklist

☐ I have a current, professional profile photo for my Twitter account.

☐ I have a profile description which outlines my professional skills and aspirations.

☐ I currently follow thought-leaders in my field on Twitter (10-20 is a good goal).

☐ I currently follow the @UGACareerCenter on Twitter.

☐ I currently follow the Twitter feeds of target companies for which I would like to work.

☐ I have utilized the Twitter Lists feature by organizing the companies/people I follow.

☐ I regularly tweet or re-tweet relevant content (1-2 posts a day, at minimum), such as articles I have found online.

☐ I interact with other professionals on Twitter to engage in meaningful dialogue (commenting on the posts of others or engaging other users in conversation).

☐ My Twitter feed contains posts that are appropriate for viewing by a potential employer.

☐ My Twitter feed is integrated with my LinkedIn status feed, allowing me to engage others on both platforms simultaneously.

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How many of these boxes were You Able to Check?

1-3 Needs Work:
You probably want to spend some time further developing your presence on Twitter. Begin by updating your profile and following some leaders in your industry.

4-6 Good:
You have a good start to developing a professional presence on Twitter, but there is still room for improvement. Review the checklist to determine next steps.

7-10 Networking Pro:
You have successfully developed your professional brand on Twitter. Keep up the good work and look for ways to leverage Twitter for...
Instagram

Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms. Professionally, you can use Instagram to gain an insider view into various employers. You also have the ability to share pictures and videos about yourself if your profile is public, but be aware of the content you are posting while you are job searching.

PROFILE
Your Instagram bio is limited to 150 characters or less and it should include your purpose for being on Instagram. Consider including your full name, major, when you graduate and future career goals. It is okay to include some of your hobbies, but if you plan on using this to interact with other users for career purposes, critically think about how you are presenting yourself through your bio. Here are two examples:
1. UGA 2019 Photography Student ☑️ New Media Certificate ☑️ Traveler ☑️ Photoshop Proficient ☑️ Future Photographer & Journalist ☑️ Visit my blog: www.jessicaphotos.com
2. #UGA20, Psychology major, & VP of Psi Chi National Honor Society. Seeking internship opportunities in counseling or nonprofit work.

HOW TO NETWORK-GENERAL TIPS
• Follow employers and companies you are interested in working for.
• Create a professional profile that describes your purpose on Instagram.
• Like and comment on employer pictures and videos.
• Follow hashtags: #ArchReady, #hiring, #career, #job, and other employer created hashtags (example: #NPRlife).

COMMENT ON POSTS
When appropriate, interact with employer posts by liking or commenting on their pictures and videos. Example 1: @google Any advice on how I can find out about job opportunities? Example 2: @google Awesome picture! I’d love the opportunity to work for an organization so focused on serving in the community. My hope is that #OneDayIWILL work for Google!

FOLLOW COMPANIES OF INTEREST
Many companies now have Instagram accounts—and even separate Instagram accounts to show you what it’s like to work at their company. A great example of this is Teksystems @TekCareers Instagram page. Follow these types of accounts to gain an insider, behind-the-scenes perspective!
Pinterest

Pinterest is a visually creative website that can allow you to look closer at a particular company and find inspiration in your job search. Pinterest is a pinboard-style photo sharing website that allows users to create and manage topic-based image collections. Pinterest provides visual displays of information and inspiration of work in your field. The following sections will provide suggestions for how to best incorporate Pinterest into your career exploration and job search.

**HOW TO RESEARCH CAREERS**

Pinterest is a great resource to utilize for researching careers. Search keywords to access boards, pins and pinners. To the right, you will see an example of pins associated with the keywords “Careers In Psychology”. A variety of pins show up—just click on the pin to be redirected to the website linked to the pin for more information.

**JOB SEARCHING**

One thing to keep in mind is that Pinterest is not a job search engine. It is a better space for sharing and learning new information. Any career-related topic that you can imagine has a presence on Pinterest. Be sure to search those topics for tips throughout your job search, and check out the UGA Career Center profile for 30+ boards about different career topics, including Interviewing tips, attire, career fair prep and much more. These boards can provide information wherever you are in your career prep/job search process.

Additionally, follow any boards or pinners that relate to your field of interest. These can be easily identified using the search box with keywords. The more industry relevant information and tips that you can get, the better you will feel in your job search preparation. Also search for professional organizations in your field on Pinterest.
Online Portfolio Resources

What to Include in Your Online Portfolio:

**Purpose**
What is the purpose of your website? Who will read it? What skills and information do you want to highlight? Your website should reflect your purpose.

**Contact Info**
Employers should be able to contact you from looking at your website. Include your name, email, and phone number in the header or footer of every page.

**Professional Headline**
This can be your job title or a more general description of the role you play or want to play, such as “Advertising Professional” or “Marketing Student at the University of Georgia.”

**A Brief Bio**
Here you can provide an About Me page, including any additional information that may not be on your resume or cover letter, such as interests, hobbies, or awards and accomplishments.

**Professional Summary**
Similar to an elevator pitch, explain to visitors in just a few sentences, what you do and how you can help them. This will encourage visitors to keep reading.

**Samples of Your Work**
This can include professional photos you’ve taken, graphic designs, illustrations, writing samples, articles, and/or artwork. Uploading the samples in multiple formats will avoid problems in downloading.

**Results**
Share quantifiable results from past jobs rather than simply list your responsibilities. Ex: If you increased Twitter followers of an account by 50%, that’s much more powerful than saying that you worked in social media. Also, if you can attach rough dollar amounts to any results, even better.

**Blog**
Include a blog as part of the site, especially if you are a talented writer. Try to be creative.

**Videos/Multimedia**
Include short videos where you present information or ideas related to your field, short tutorials, or creative explanations of your work. Embed the videos on your website’s pages.

**Testimonials**
Share positive things professionals (former co-workers or bosses, etc.) or clients have said about you.

Taken from Forbes magazine article “Why Every Job Seeker Should Have a Personal Website, And What It Should Include,” written by Jacquelyn Smith.

Online Portfolio Services

- **About.me**: https://about.me/
- **Behance**: www.behance.net/
- **Blogger**: www.blogger.com
- **Cargo Collective**: www.cargocollective.com/
- **Foliotek**: www.foliotek.com/
- **Issuu**: www.issuu.com/
- **LinkedIn**: www.linkedin.com/
- **Pinterest**: www.pinterest.com/
- **Pressfolios**: www.pressfolios.com/
- **Prezi**: http://prezi.com/
- **Re.Vu**: http://re.vu/
- **Squarespace**: http://squarespace.com/stories
- **Vimeo**: https://vimeo.com/
- **Weebly**: http://www.weebly.com/
- **Wix**: http://www.wix.com/
- **WordPress**: http://wordpress.com/
- **YouTube**: http://www.youtube.com/
Where to Include a Link to Your Online Portfolio:

1. At the top of your resume, provide a link to your online portfolio:

   **Abraham Baldwin**
   228 Baldwin Street, Athens, GA 30601 ● 770-555-1234 ● abebaldwin@uga.edu ● www.abebaldwin.com

   **EDUCATION**
   The University of Georgia, Athens, GA
   *Bachelor of Arts in Journalism, Major: Advertising, Minor: French, Certificate: New Media*
   *Cumulative GPA: 3.4/4.0*  
   August 2015

2. At the top of your LinkedIn profile page, in the “Contact Info” section, provide the link:

   ![LinkedIn Profile](https://www.linkedin.com/pub/ryan-carty-roc/12/834/498/)
   ![Complete your profile](https://www.linkedin.com/in/sheinz)
   ![500+ connections](https://www.linkedin.com/in/sheinz)

3. On your business card, provide the link:

   ![Business Card](https://www.linkedin.com/in/sheinz)

4. In your email signature, provide the link:

   Scott Heinz
   4456 Bulldog Street
   Athens, GA 30605
   (706) 555-1234
   sheinz@uga.edu
   www.linkedin.com/in/sheinz

5. In your closing paragraph of your cover letter, provide a link to your online portfolio:

   Should you require additional information or would like to speak with me further about my qualifications, please contact me by phone at (400) 555-4611, by email at sarap@email.com, or through my website https://about.me/sarap. I look forward to hearing from you soon!

   Sincerely,
   Sarah Dawg

   **UGA Career Center**
   Clark Howell Hall, 2nd Floor
   Athens, GA 30602
   Tel: 706 542 3375
   Fax: 706 542 8431