Using Social Networking to Job Search

Did you know you could use social networking sites (Twitter, LinkedIn, Facebook, etc.) to job search? These sites can give you job leads and help you establish a professional network, but be careful how you present yourself online. Be sure your image is professional at all times.

Review your privacy settings periodically (not just during your search!) to ensure your information is safely guarded.

LinkedIn:

Jobs. There are two ways to find jobs in LinkedIn:

1. Click on the “Jobs” tab on the home page when you log in.
2. Click on the “Jobs” tab located in group pages. Be sure to click on “Career Discussions” to see job postings from group members.

To find a professional group that aligns with your interests, ask your professors for suggestions, look at the “What can I do with a major in…?” handouts found on the Career Center webpage, or search using various keywords in the search box at the top of the page.

TIP: Don’t forget to select the right category from the drop down menu beside the search box!

Career Advice. There are several groups, professional and alumni based, that you can join and post discussion topics. This is a great forum for you to pose questions on best practices in your field, ask for job search tips, and to stay up to date on current industry news.

Identifying Networking Paths. LinkedIn has a unique feature of identifying how you are connected to various professionals. Those that you are directly connected with are 1st contacts. A 2nd contact icon will show when you have a 1st contact that knows the 2nd contact personally. These icons show when you look at group members, company profiles, and so on.

Benchmark. Did you know you can see who companies have recently hired in various positions? Search for your company of interest, look for the “new hires” section and benchmark yourself against your competition.

Twitter:

Who to Follow. Create a professional account and follow companies, individual hiring managers, or other users that can give you solid leads on job openings or other career tips. While certain companies may “tweet” job leads, others might use this as a tool to promote their business, inform customers of sales and specials, or simply for leisure use.

Identifying Users. Visit wefollow.com or www.twellow.com to identify users grouped by industry.

Facebook:

Company Pages. You can “like” various companies and their products through Facebook to get updates about the group on your main wall feed. You can see their upcoming events or post on their walls to further interact (make sure to use proper grammar and punctuation! No “text talk.”)

Privacy. Consider cleaning up your current account or creating a professional account. Areas of your profile that you may want to pay attention to include your birth date, religious & political views, controversial music/TV shows/Movies, etc.

TIP: Review your privacy settings EVERY time changes have been made to Facebook. Settings have been known to get lost.

Resources:
learn.linkedin.com/students
http://jobsearch.about.com/od/networking/u/socialmedia.htm
www.twitjobsearch.com
www.mashable.com