Self-Study Guide to **10 Tips for Using Social Media in Your Job Search**

PRE-READING

Social media is now playing a critical role in the job search process. Make sure you understand and can fully use various platforms such as Twitter, LinkedIn, and Facebook to build a professional online presence, research employers, locate jobs, and connect with professionals in your field. These tips will help you get noticed, get connected, and stay connected!

1. Which forms of social media do you use and which do you need to know more about?
2. How can social media enhance your professional on-line presence?
3. How do employers use social media to identify strong candidates?
4. What is the downside of using social media for your job search?

POST-READING

Reflect

What are the most important things about you and your career plans that you want employers to know?

    a. Create a professional, consistent "portrait" that captures the key words, skills, abilities and titles that you want potential employers to know about you.

    b. Check your current profiles in your social media applications and make changes to reflect this information.

"Portrait" Example:

Curious, connected , high achieving and well -traveled political science major with keen interest in African politics. History of volunteer work and compassion for people who are challenged by mental illness and poverty. Recognized for successful recruitment efforts in several organizations. Familiar with Microsoft Office and statistical software. Would ideally like to work in an NGO that assists third world countries.

Apply

Activity

"Google" yourself to see what information comes up.

    a. Are your profiles consistent?

    b. Name?

    c. Do they reflect your statement?

    d. Do you need to adjust some privacy settings so that the wrong information doesn't pop up?

    e. Are there lots of people with the same name as yours out there?

Extend and Build

One of the easiest ways to establish a consistent online presence and make sure that professional information will appear when your name is "Googled" is to set up a Google Profile.

Activity

Go to www.google.com/profiles and...

    a. Use your profile page as a public resume or social networking calling card. You can add information about where you live, other websites, your biography, and a photo of yourself. You have complete control over which information will be public.

    b. Use the Google profile to standardize and "specialize" your name. If you have a common name, "Googling" yourself probably produced lots of information for other people with you name.

    c. Since you are trying to set yourself apart, take pains to distinguish your name from others:

        a. Use your middle name or middle initial. Try to make your name as unique as possible. This name should then be used for every single professional profile you set up. You should have only one online name!

    d. The Google profile is one of the first pieces of information to come up in a name search. Since you know that employers will inevitably Google you, provide professional public information that will pop up early on in the search.

    e. A LinkedIn, Facebook, Pinterest, or Twitter profile does not take the place of a Google profile; in fact, your Google profile can offer links to your other online information.

Guide provided courtesy of the National Association of Colleges and Employers.

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