SOCIAL MEDIA IN YOUR JOB SEARCH

Regular Job Search
- Online and in person job search
- Formal job application process
- Limited interaction with employers
- No branding

Social Media Job Search
- Utilize social media platforms to brand yourself and learn about job opportunities
- Informal job application process
- Multiple opportunities to interact with employers

http://www.youtube.com/MmnG_biH-iQ 3:45
SOCIAL NETWORKING
What are my “Social Media” options?
- LinkedIn
- Twitter
- Facebook
- Portfolium
- Blogging
- Instagram
- Pinterest
- New options will continue to arise

AGENDA
- Social networking
- Social media presence and job search
- Review Blogger, Facebook, LinkedIn, Pinterest, Portfolium, Twitter, YouTube
- Your strategy

SOCIAL NETWORKING
What is it and Why is it important? Cont.
- Status updates offer a forum to update contacts about a job search and skill set
- Company searches allow job seekers to seek out and connect with organizations that interest them
- Allows job seekers to brand themselves as experts

SOCIAL NETWORKING
Virtual networking
- Relationships lead to opportunities
- People have to know you, or know of you, in order to offer you opportunities
- Makes networking a little less intimidating

SOCIAL NETWORKING
Quality not Quantity
- Meaningful connections to people and groups
- Manage/Update your profiles regularly and stick to a schedule of posting, sharing, tweeting, blogging etc.

YOUR SOCIAL MEDIA PRESENCE & BRAND
Ask Yourself
1. What is my on-line presence currently saying about me?
2. What do I want it to say about me?
Take 30 Seconds and write
75 percent of recruiters are required to do online research of candidates and 70 percent have rejected candidates because of what they found. - New York Times article.

YOUR SOCIAL MEDIA PRESENCE & BRAND

Professional branding strategies & tools

Showcase your expertise, interest, and writing skills through a blog!
Tips & Advice visit Top 50 blogs
Starting your own blog can help differentiate you from your peers and begin creating your professional brand.

YOUR JOB SEARCH

FACEBOOK

• Check out Career Center pages for advice and job openings
• Like corporate & careers pages and ask questions
• Let friends and family know you are searching for a job
• Keep it all professional or turn your settings to private
• Personal vs. Professional

YOUR JOB SEARCH

LINKEDIN

• Find others with similar interests
• Research careers
• Follow company insider information
• Connect with alumni & recruiters

http://simplewash.com/login

Click here for Video
YOUR JOB SEARCH

• Search
• Follow
• Industry Chats
• Subscribe
• Connect
• Engage
• Find Jobs
• Tweet my jobs
• Hashtags

#jobhuntchat

YOUR JOB SEARCH

• Get info on a variety of career topics
• Showcase your work
• Follow job boards

YOUR JOB SEARCH

• Interview & Company Research
• Showcase your work
• Add link to your LinkedIn profile

YOUR STRATEGY

Social Media takes TIME

Don’t forget to take it OFF-LINE for truly effective results!!

YOUR STRATEGY

Use Card Munch app

Hyperlink social media profile URLs to your resume
Follow career experts on Twitter and Facebook and follow companies on LinkedIn
SOCIAL NETWORKING
Social Media: Start networking online

But remember.....

• Remain professional – professional photo, self edit status updates, set privacy settings
• Limit content - Don’t put anything up you don’t want a prospective employer or contact to see.
• Start a spreadsheet of all of your contacts, professional and personal (or use LinkedIn)
• Spend an appropriate amount of time reaching out to the right connections, but limit yourself

How are you using social media??

Where Can You Find Us?

Materials Science & Engineering
Bourns College of Engineering

HUB

Career Center

Drop-Ins
M-Th: 10am-3pm
F: 10am-12pm
Appointments:
951-827-3631