Using Social Media in the Job Search

Overview

Social media is an essential tool in your job search. Employers are looking to social media platforms, such as LinkedIn, Twitter, Facebook, and Youtube (to name a few), to promote their organizations as well as connect and recruit potential job candidates. Researching and connecting with employers are easy ways to be knowledgeable about an organization and to get noticed by hiring managers. With myriad offerings (changing rapidly), be prudent in your platform selections; remember, at times you will be a content creator/contributor, while at other times you will be merely an observer.

Social Media Sites to Consider

Tips for Creating Your Digital Presence

- Create a profile that presents a positive impression; keep it private if it is not professional
  - Do not include inappropriate photos, comments, or information if your profile is public
- Make sure your content is error-free
- Include industry-specific keywords in your profile to increase its relevancy (LinkedIn specific)
- Indicate your connection to the industry by following relevant organizations/companies and sharing applicable articles/news with your connections
- Expand your network by connecting with employers, acquaintances, friends, and family

Additional Resources

The Best Ways to Use Social Media in Your Job Search – Trudy Steinfeld (Forbes)
Job Networking Through Social Media: The Advantages of LinkedIn for College Students – Huffington Post – Jordan Friedman
Using Social Media for the Job Search: A Definitive Guide – Richard McMunn (Social Media Today)
Ten Smart Ways to Use Social Media in Your Job Search – Alexis Grant (US News)