SOCIAL MEDIA

Social Media and Your Job Search

Social Media has evolved over the years to become a business-networking tool. Social media platforms like LinkedIn, Twitter, and Facebook create a great opportunity for you to develop online contacts and search for jobs. Below is information and guidelines to get you started!

Twitter is a fast-paced way to learn up-to-date information about your field of interest and those who are in it. It can also be a great way to maintain a strong online presence. To ensure you are using it effectively:

- **Create a strong profile.** Make sure your twitter handle is professional in nature and complete the bio section with a version of your 30 second commercial. This should include university, class year, major, and career interests, along with keywords relevant to your career interests. Also include a link to your LinkedIn profile, resume, personal website, blog, or any other relevant job search information.
- **What to tweet?** Use the 80/20 rule when tweeting. 80% of your tweets should be professional in nature such as those that consist of promoting skills on one's resume, highlighting past or present internship experience, or sharing interesting articles and news relevant to the industry. The other 20% of your tweets can show case your personality, but remember to keep it professional!
- **Follow** companies you want to work for or have worked for, top leaders in your industry, recruiters, and trade journals. Also see jobprofiles.org for 100 Twitter Feeds to Follow to Help You Land a Job.
- **Find internship and job listings.** #tweetmyjobs has been tagged nearly a million times and you can utilize this in your job search. Go to www.tweetmyjobs.com to learn more information! Find general job advice and lots of listings through hashtags like #jobs, #recruiting, #jobadvice, #jobposting, #jobhunt, and #jobsearch. TO narrow it down, seek out more specific hashtags, such as #prjobs or #salesjobs. You may even use hashtags by college major, such as #biology or #accounting.

Facebook is the world's largest social network with more than one billion users. Although the site should be used cautiously in professional networking, there are still numerous features and pages relevant to job seekers.

- **Clean up your profile and set privacy settings.** Facebook may not get you the job, but it can definitely prevent you from getting one! Take down any embarrassing pictures and make sure your privacy settings are set appropriately.
- **Like** company pages that you are interested in to receive updates about the company, find out about opportunities within the company, and discover connections that may already work there!
- **Find an internship and job listings.** Check out the Social Jobs Partnership (@social jobs) to find jobs and internships. Also, check out beknown.monster.com and glassdoor.com for additional apps that can be used through Facebook.

LinkedIn is the world's largest professional social network. It is used widely by recruiters, hiring managers, and professional in hundreds of industries to both develop themselves professionally and to find qualified candidates for open positions. It allows you to network by geographic location, career interest, alumni associations, and organizations. To ensure you are using it effectively:

- **Create a strong profile and personal brand.** Visit Career Services and pick up our LinkedIn handout. Also, you may visit university.linkedin.com/ for other tips on developing a student profile.
- **Network and connect professionally.** Connect with at least 50 people to make sure you are getting the most out of your LinkedIn experience. Search for family members, friends and fellow students, internship or job supervisors, coworkers, professors, former teachers, and C-N alumni. Also, get involved in LinkedIn groups. Start by joining the C-N Alumni Association Group and professional organizations associated with your industry.
- **Find the internship and job listings.** Begin by searching for companies in which you would like to find an internship or full-time position. These company pages are a great resource for job seekers and can contain information like a brief overview of the organization, a listing of products and/or services the company provides, job and internship opportunities currently available, and much more! Also, visit linkedin.com/studentjobs which specifically filters positions that are appropriate for undergraduate students and recent graduates.

SOCIAL MEDIA PRECAUTIONS
DO NOT
Cyber Stalk: If you are not getting responses from the posts or messages you send to someone and you contact them, you are cyber-stalking. Stop.

Drunk Social Media: Sending frunk direct messages, or making drunk posts can be funny with friends but seriously damaging with professional contacts.

Write Personal Messages on Public Posts: It's embarrassing, rude, and makes you look immature.

DO
Update Your Followers/Connections: Keep your network up to date on your projects, success, employment, milestones, etc.

Follow Up: Stay in touch with connections. Email, message, or tweet them.

Ask for Introductions: Use your network to gain new connections. Ask someone to introduce you to one of his or her contacts.

Be Respectful: Remember, social media is a living document. What you write, post, or tweet will be available for others to see years from now. Be cautious and respectful when sharing your thoughts and careful not to offend others.

Consider the Impact of Your Page/Account in Terms of Future Job Opportunities: Most companies search social media for candidate profiles. However, you are not required to provide your passwords to any accounts. In 2012, The National Association for Colleges and Employers (NACE) issues its stance on employers using such practices as a violation of candidate rights. Companies are encouraged to refrain from any such practice. Some states are working to write laws that would prohibit any such act from occurring in the recruiting process.

Crafting
YOUR 30 SECOND COMMERCIAL
WHAT TO INCLUDE

Academic Info:
Major/concentration, classification or graduation date, minor

Relevant experiences:
Jobs, internships, leadership, volunteer, shadowing, involvement

Skills:
Job specific, transferable, technical, language

Career goals/interests:
Relate this to the company or contact

> **FIRST SENTENCE:** For students and new graduates, include your name, school, degree and major. More experienced individuals may want to introduce themselves and then begin with the middle sentence.

> **MIDDLE SENTENCES:** State your relevant experience. For example, your employer, role, the skills you used and developed, accomplishments and results you are proud of, and your future career goals.

Hello, my name is Ben A. Eagle and I will be receiving my Bachelor of Science degree in Business Administration with a minor in Finance from Carson-Newman University in May of 20XX. This past summer, I held an internship with BancorpSouth where I assisted customers with loan applications and other financial services. I received superior ratings from my customer evaluations. During the academic year, I worked an average of 20 hours per week as a math tutor on campus where I assisted students with college algebra and statistics.

I am very interested in utilizing my talents in communication and customer service within the financial industry. As I researched your organization, I believe that these strengths might fit well within your Lending and Asses Management division. I'd love to hear your perspective on this and any other suggestions you might have where my strengths might be of value.

> **LAST SENTENCE:** Briefly relay how your background might benefit the listener. Ask for their suggestions about who else you might speak with for advice regarding your career goals. For example, "Do you have any advice for me as I prepare for my career in (your field), or could you suggest someone else that I should contact?"

WHEN TO USE YOUR COMMERCIAL

Career fairs and information sessions

Networking events

In response to, "Tell me about yourself," at interviews

Reaching out to new contacts