

QUICK TIPS

Social Media for the Job Search

10 TIPS BY LINDSEY POLK

JOB CHOICES 2012, NACE

According to a recent survey, nearly 92 percent of college seniors have a social networking profile, but less than one third have used social networks in their job searches.

If you are looking for a job and not using social media to help you, you may be overlooking another avenue to employment: Many employers have a social media presence, and many use social networks to screen job candidates.

To make sure you use sites like LinkedIn, Facebook, Twitter, and YouTube in the most effective way possible, follow these 10 tips.

1. Develop a professional presence. What do people find when they Google you? If the results aren't professional, take down those party pictures and create a professional network, and add professional details to your Google, Facebook, and Twitter profiles. Consider a LinkedIn account (See below).

2. Fill your profiles with keywords. All your social media profiles should include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant words is in the job listings that appeal to you and the social media profiles of people who have the positions you want.

3. Use LinkedIn to find your path. Not yet sure what career is right for you? Take a browse through LinkedIn. Comprised of more than 65 million professional, LinkedIn offers a huge data base of other peoples career paths from which you can gather ideas about companies, job titles, or professions that might be a good fit for you.

4. Get personal. When you are looking for a job, your online network can and should include friend and family. Parents, classmates, professors, neighbors, and other close contacts are the best people to provide you with "warm" referrals to the contacts in their networks. The bigger and more authentically your network grows, the better.

5. Be a joiner. Another way to form valuable relationships is to join online communities with which you already have an affiliation. This might include your universities LinkedIn group, the Facebook fan page of a non-profit you support, or an industry association listserv. Once you're a member of a group, you can comment on discussions, meet people who share common interests, and find exclusive job listings.

6. Tweet. Twitter is an amazing tool to research and connect with recruiters, industry experts, and potential employers. Even if you set up a Twitter profile to "listen" more than you tweet, you'll get enormous value out of the information you'll discover. Plus, many organizations are now tweeting out their job postings-don't miss this new source of opportunities!

7. Blog. Consider staking your own ground in the social media world. You can blog in writing or video about your career interests, campus life, travel, sports, activities, or anything else. Blogging (as long as you can keep in clean) can demonstrate your knowledge and passion to a potential employer. If you're not interested in your own blog, comment on the posts of industry bloggers you admire. You might just catch the eye of a reader who is hiring.

8. Share. One of the best ways to maintain a strong professional network is to support other people by sharing helpful information like articles, blogs, and YouTube videos. A small, helpful gesture like forwarding a link is a great form of networking (and the recipient will likely help you in return).

9. Keep people up to date. Status updates are another smart form of networking update your profiles with info about events you're attending, books you're reading, or other career news. To remind people that you're job hunting, post updates such as, "I had a great second interview this morning-cross your fingers for me!"

10. Use Social Media to ace interviews. Before a job interview, study the LinkedIn profiles, Twitter feeds, and blogs of the people and organizations you'll be meeting. The more preparation you do, the more confident you'll feel-and the more likely you'll be to make a great impression and land the job!



SCAN THE QR CODE FOR ADDITIONAL CAREER SERVICES RESOURCES



CAREER SERVICES

North Carolina Central University | 1801 Fayetteville Street | PO Box 19585 | William Jones Building, Lower Level
Durham, North Carolina 27707 | (919) 530-6337 | nccucareerservices@ncu.com

WHY SHOULD I USE SOCIAL MEDIA?

Demonstrate your skills.

Your online presence shows employers that you have skills and knowledge of current Internet and social media capabilities.

Networking.

Builds your professional network as you connect with professionals in your field.

Research.

Helps you research companies, industries, and careers.

Visibility.

Makes you more visible to hiring managers and recruiters.

Adapted from San Jose State University's Using Social Media in Your Job Search

MANAGE YOUR ONLINE PRESENCE

- **Privacy and security settings exist for a reason.** Utilize these settings on social media sites; however, remember that just because you have the privacy setting on does not mean you can post whatever you want. When posting, consider what an employer would think of the content of your post before you put it out there.
- **Once posted, always posted.** Think before you upload pictures or make posts that you would not want your parents or future employers to see. Employers can and will check you out on social media before hiring .
- **Keep personal info personal.** Be cautious of how much information you provide about yourself on the internet. Do not make it easy for someone to steal your identity or access your data.
- **Be honest if you are uncomfortable.** Let a friend know if they post something online about you that makes you uncomfortable. Be conscious and considerate of your friends' online reputations when you post about them.
- **Know what action to take.** Know how to handle and report instances of harassment or threats online.

PROTECT YOURSELF

- **Keep a clean machine.** Keep your security and anti-virus software up to date.
- **Make passwords long and strong.** Use capital and lowercase letters, as well as numbers and symbols to create secure passwords. Do not use personal information, such as birthdates or anniversaries, that can easily be obtained.
- **Unique account, unique password.** Different passwords for each account can help protect you from cybercriminals.
- **When in doubt, throw it out.** Delete email, tweets, and posts online that look suspicious.

Source: www.staysafeonline.org

HOW DO RECRUITERS USE SOCIAL MEDIA?



LinkedIn

Search for candidates, contact candidates, keep tabs on potential candidates, vet candidates pre-interview, post jobs



Facebook

Showcase employer brand, generate employee referrals, post jobs, vet candidates post-interview, vet candidates pre-interview



Twitter

Showcase employer brand, post jobs, generate employee referrals, contact candidates, vet candidates post-interview

78% of recruiters have made a hire through social media

94% of recruiters use or plan to use social media in their recruitment efforts

WHAT DO RECRUITERS LOOK FOR IN A CANDIDATE ON SOCIAL MEDIA?



Professional experience
Length of professional tenure
Hard skills



Cultural Fit
Industry-related posts
Professional experience

93% of recruiters are likely to look at a candidate's social profile

Source: 2013 Jobvite Social Recruiting Survey Results

http://web.jobvite.com/rs/jobvite/images/Jobvite_SocialRecruiting2013.pdf

CAREER SERVICES

North Carolina Central University | 1801 Fayetteville Street | PO Box 19585 | William Jones Building, Lower Level
Durham, North Carolina 27707 | (919) 530-6337 | nccucareerservices@ncu.com