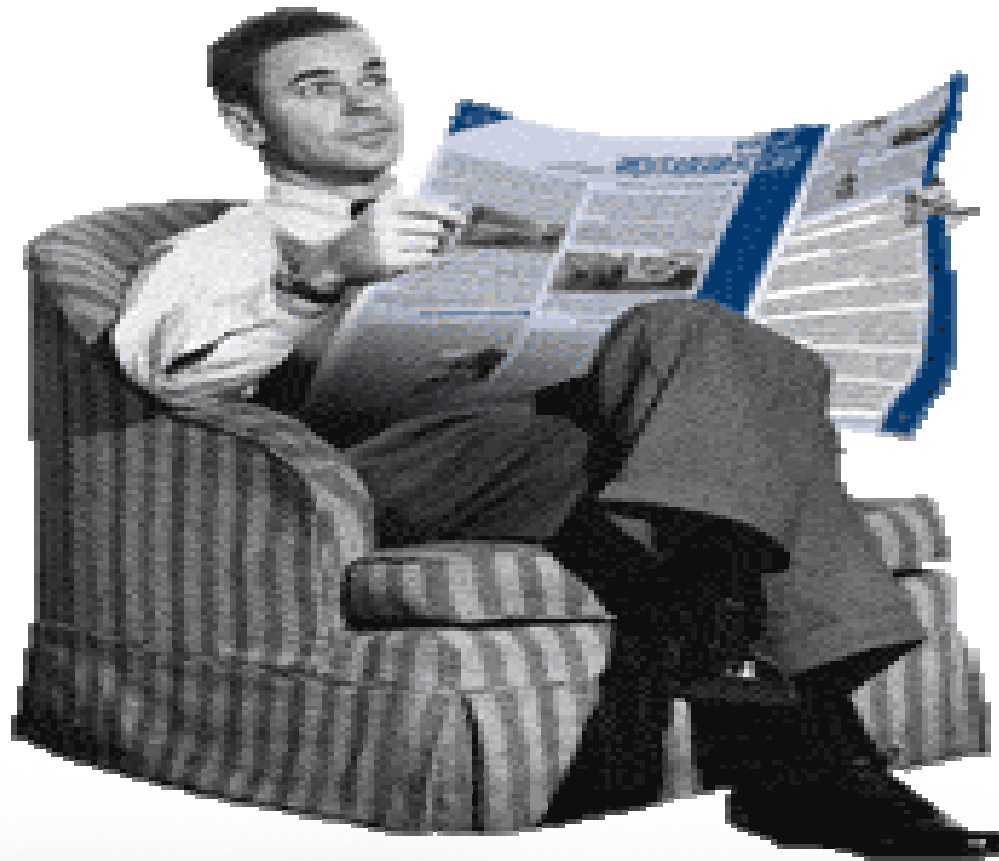# Using the Internet and Social Media to Aid Your Job Search

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Job Searching is not what it used to be

Our job search methods have changed …

| how we look for jobs | how we apply for jobs | how we are being hired |

Social Media is NOT limited to the internet alone, it also includes:

Internet

Cell phones

Newspapers

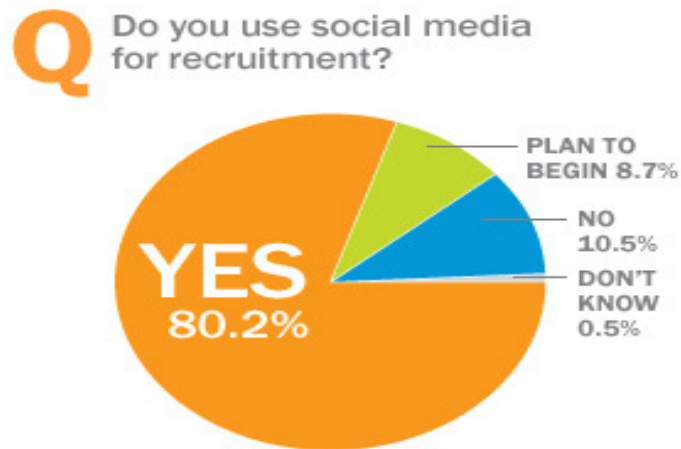Television

Radio

Why is Social Media Important to Your Job Search?

In Mid-2011, Jobvite.com asked over 800 employers if they were using or planning to use social media for their recruiting, and this is the result - *89% of employers said they were!*

Q Do you use social media for recruitment?

YES 80.2%

PLAN TO BEGIN 8.7%

NO 10.5%

DON'T KNOW 0.5%

Jobvite Social Recruiting Survey 2011

What is Social Media?

Social media is at the intersection of technology and human interaction. We are gradually shifting from static, commercial Websites to greater human interaction.

Social Networking Sites..

- LinkedIn
- Twitter
- Facebook
- Brazen Careerist

LinkedIn

LinkedIn remains the most popular online social networking site for job search, offering its members a unique profile where they can include previous job experience, samples of work as well as Twitter feeds. LinkedIn allows users to search jobs within their local network on the site.

The Power of LinkedIn

- LinkedIn has over 120 million members (2011) and is widely viewed as the most businesslike and professional of the social networks.

- Referrals
  - First & Second Degree Contacts
  - Job Postings

Linked in.

Twitter

You can use Twitter to network with people in your field by participating in 140-character conversations (tweets) through the network. In their profiles, users often put links to Facebook pages, LinkedIn pages or personal blogs as a way of advertising their skills.

Twitter has 300 million members (2011)

Brazencareerist

Brazen is a career-management site for high achieving young professionals and ambitious college students. The site helps you meet new people, find a job, and build relevant relationships to advance your career.

Facebook

While many people use Facebook to stay in touch with friends and family members, you can use Facebook to promote knowledge, skills and abilities by posting interesting links to information from your industry. Many corporations also have Facebook pages they regularly update with career opportunities.

Privacy on Facebook

- Facebook is not meant to be "Private"
- With over 800 million members worldwide (2011), Facebook is the largest social network but is has a long history of issues with member privacy (or lack thereof).

Privacy....

- Consider what you put on your profile
  - Phone — - School
  - Email — -Current Town/Hometown
  - Workplace — - Short Biography

- Mutual Friends
  - Status Updates
  - Photos

- Facebook continually changes how you update your privacy settings

Blogs

- Online journal or diary
  - Thoughts/Reflections
  - Personal publishing platform

- Many blogging websites
  - Specific to interests
  - Blogspot.com

How do I get started

INSTRUCTIONS

Sign Up

- Sign up for an account on at least one social media website, such as LinkedIn, Twitter and/or Facebook

- Provide a professional user name, e-mail address and other pertinent information as described in the sign up forms

Get a good headshot photo of yourself

- Having a "complete" Profile - which includes a nice photo of yourself - means your Profile is 40 times more likely to be positively viewed

- The photo should not be goofy or silly. It should be a good business-like pose with a clear view of your face - no sexy or crazy clothing, poses, or backgrounds.

Build Your Profile

- Any social networking website, including LinkedIn, Facebook and Twitter, allows you to set up a profile with your personal and professional information

- This means all of the preliminary information that a potential employer needs to know about you before scheduling an interview is already available

Your Profile

- Create a detailed, well written user profile that highlights your skills, abilities, education and qualifications

- Proofread the contents and correct any typographical errors

- Use language which helps you stand out from job-seeker competition

- If you include details about your job history, ensure titles and dates are consistent with your resume

Your Profile

- Research keywords which tie to your job search goals and ensure they are included somewhere in your profile
  - Reference job postings in your occupations to see what qualifications the employer is seeking
  - Research qualifications online at Onet.com or indianacareerconnect.com

Your Profile

- By using the right keywords in your profile (for example, "experienced customer service representative", or "fluent in Spanish"), your profile turns up when employers are using a search engine to find workers, bringing more opportunities you wouldn't have found otherwise

Target Companies

- Create a target company list and search online job listings, then use social media to find networking contacts within companies in which you are interested

- Ask for introductions and referrals to improve your chances for success

- Seek connections with people working in the jobs you want

References

- Obtain references from the individuals you have connected with on the social networks
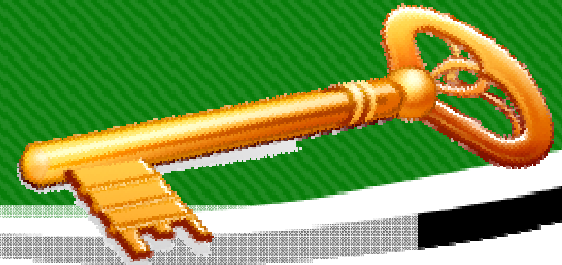
Attach Your Resume

- Create a professional resume
  - Use bullet points and write in fragmented sentences using action words
    - Example: "coordinated," "produced," "budgeted" are keywords

- Insert your resume into your profile
  - Must be grammatically correct

Did you know….

Employers & Recruiters may use Key Word Referencing programs.

- Scans through resumes looking for keywords

- Every Key Word in your resume and/or cover letter generates a "hit"

- The number of "hits" will determine your resume rank

Something New!!!!!

In addition to your traditional Resume you may want to consider

Website Resume

- Host your own website
- Webs.com
- Sites.google.com

Video Resume

- Youtube.com

PowerPoint Resume

- SlideShare.com

REMEMBER!

- Everything you say or post online becomes a permanent record

- Your social media content should exclude anything controversial and should always support your professional image

Safety Tips for On Line Jobs Searchers

Safety Tip Number 1

- Privacy and security settings exist for a reason
  - Learn about and use the privacy and security settings on social networks. They are there to help you control who sees what you post and manage your online experience in a positive way

Safety Tip Number 2

- Once posted, always posted
  - Protect your reputation on social networks
  - What you post online stays online. Think twice before posting pictures you wouldn't want your parents or future employers to see
  - Recent research found that 70% of job recruiters rejected candidates based on information they found online

(http://www.microsoft.com/privacy/dpd/research.aspx)

Safety Tip Number 3

- Your online reputation can be a good thing
  - Recent research also found that recruiters respond to a strong, positive personal brand online. So show your smarts, thoughtfulness, and mastery of the environment

(http://www.microsoft.com/privacy/dpd/research.aspx)

Safety Tip Number 4

- Keep personal information personal
  - Employers are watching. Be personable, but exercise caution when posting photos and links to articles that may be deemed inappropriate

  - Be cautious about how much personal information you provide on social networking sites. The more information you post, the easier it may be for a hacker or someone else to use that information to steal your identity, access your data, or commit other crimes such as stalking

Safety Tip Number 5

- Protect your hardware
  - Safety and security start with protecting computers
  - Install a security suite (antivirus, antispyware, and firewall) that is set to update automatically
  - Keep your operating system, Web browser, and other software current as well and back up computer files on a regular basis

Safety Tip Number 6

- Social networks can be used for a variety of purposes. Some of the fun is creating a large pool of friends from many aspects of your life. That doesn't mean all friends are created equal

- Use tools to manage the information you share with friends in different groups, or even have multiple online pages

Safety Tip Number 7

- Be honest if you are uncomfortable
  - If a friend posts something about you that makes you uncomfortable or you think is inappropriate, let them know

Safety Tip Number 8

- Use Strong Passwords
  - Make sure that your password is long, complex and combines, letters, numerals, and symbols
  - Ideally, you should use a different password for every online account you have
  - If you need to write down your passwords to remember them, store them somewhere away from your computer

Safety Tip Number 9

- Be cautious about messages you receive that contain links
  - Even links that look like they come from friends can sometimes contain malware or be part of a phishing attack
  - If you are suspicious, don't click, contact your friend or the business directly to verify the validity

SOCIAL MEDIA ETIQUETTE

- Don't post unflattering photos or videos of friends without permission

- Don't SPAM friends with repeated application requests or invites...

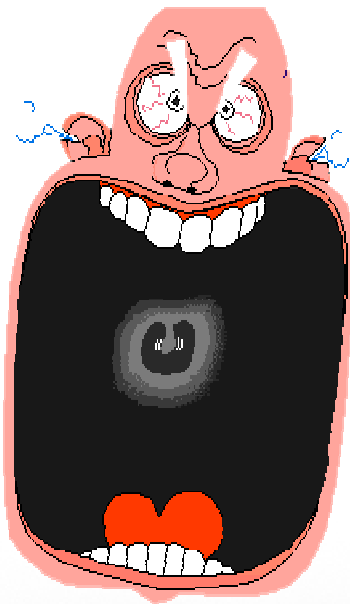- Don't post a private conversation in a public location...

GOLDEN RULES….

- If you wouldn't say it or do it in real life – then don't do it online

- Treat others as you would want to be treated

- Don't put anything out there that you wouldn't want a future employer to see

More Etiquette....

- Don't update your status when you are angry, upset or intoxicated…

More Etiquette….

- CAPITAL LETTERS = YELLING…

- DNT UZ TXTING Shortcuts to update your status
  - Except TWITTER

- Even if you delete a photo or a post, it can be traced back to you

Did you know……

Based on a CareerBuilder Survey

45% Employers use Social Networking sites to screen job candidates

- 29% use Facebook,
- 26% use LinkedIn
- 21% use MySpace.
- 11% search blogs
- 7%   follow candidates on Twitter

Why Employers <u>Disregarded</u> Candidates After Screening Online

- **53%** Posted provocative or inappropriate photographs or information

- **44%** Posted content about them drinking or using drugs

- **35%** Bad-mouthed their previous employer, co-workers or clients

- **29%** Showed poor communication skills

- **26%** Made discriminatory comments

- **24%** Lied about qualifications

Why Employers <u>Hired</u> Candidates After Screening Online

- **50%** Profile provided a good feel for the candidate's personality and fit

- **39%** Profile supported candidate's professional qualifications

- **38 %** Candidate was creative

- **35%** Showed solid communication skills

- **33 %** Candidate was well-rounded

- **19%** Other people posted good references about the candidate

- **15 %** Received awards and accolades

Thank you for attending.

WorkOne has many free workshops to give you tools in creating your resume, interviewing and identifying those skills you will put on your resume and talk about during the interview process.

Q & A

Questions?