

Using Social Media in Your Job Search

Employers are using social media more than ever to find potential job candidates, so it is important to have a professional online presence. Use these social media tips to help you get noticed by employers.

Know what is out there – Google yourself

Sure, you know what you have posted online, but do you know what others have posted about you? Make it a habit to regularly search Google with your name to see what you find, and do not be shy about asking others to take down information that you do not want an employer to see.

LinkedIn, Facebook, Twitter – what is the difference?

- **LinkedIn** is a professional networking site that is the most commonly used by employers to find potential employees. You can look for jobs on LinkedIn, create a profile featuring your work experience, education, and skills in a résumé-like format, make connections with others, and join groups related to your field of study or industry. You can also receive recommendations from co-workers and supervisors.
- **Facebook** is a popular social networking site. It is not used as widely by employers, but is still viewable, depending on your privacy settings. Because others can post information and pictures on your Facebook timeline, careful monitoring and maintenance is key.
- **Twitter** is a microblogging site that you can use to network and share information. Twitter is a great resource to follow and interact with companies you are interested in working for and to become part of an established online community related to your field.

Be professional

Check all social media profiles, including Facebook, Twitter, and LinkedIn. Examine your profile carefully to make sure you would want a potential employer to look at it. Things to look for:

- **Pictures** – Remove any photos you have posted featuring unprofessional behavior. Untag yourself in unflattering photos that have been posted by others or ask them to be removed entirely.
- **Language** – Employers do read what is posted on your profile by you and others. Delete any comments containing foul language and be mindful of spelling and grammar.
- **Content** – Avoid controversial topics and carefully monitor what others are posting on your page.

Quick Tips

LinkedIn

- Actively participate in group discussions by asking questions and providing feedback.
- Do a reverse look-up of a company you are interested in working for to see if you know anyone who is working there. Ask your contact for an introduction; once introduced, let the insider know you have applied for a job.

Twitter

- Interact with companies you are interested in working for, and follow and connect with industry leaders.
- Try to tweet a few times a day.
- Use hashtags (#) to search and post information related directly to your field.

Facebook

- Maintain a clean profile and limit the pictures you post.
- Post content relevant to your job search.
- Monitor others' contributions to your timeline.

Develop an online presence

Since more employers are using social media to connect with potential job candidates, not having an online presence can be almost as bad as having a negative online reputation. An easy way to begin building a professional online profile is to use LinkedIn. It is free and it is the site employers use most frequently to search for potential job candidates.

Keep track of the time you spend online and remember to network in-person too. Fortunately, many social networking sites are connected, so you can post something on one site, and it will automatically post in your profiles on other sites.

Make an appointment with a career counselor if you would like assistance with using social media in your job search!

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