

10 Tips for Using Social Media in Your Job Search

By: Lindsey Pollak

Job Choices: Diversity Edition/ National Association of College and Employers

1. Develop a Professional Presence

What do people find when they Google you? If the results aren't professional, change your info to create a professional persona. Set up a profile on LinkedIn, and add professional details to your Google, Facebook, and Twitter profiles.

2. Fill Your Profiles with Keywords

All of your social media profiles should include keywords that a recruiter or hiring manager might type into a search engine to find a person like you.

3. Use LinkedIn to Find Your Path

Not yet sure what career is right for you? Take a browse through LinkedIn. It offers a huge database of other people's career paths.

4. Get Personal

When you're looking for a job, your online network can and should include friends and family. Classmates, professors, neighbors, and other close contacts are the best people to provide you with "warm" referrals to the contacts in their networks.

5. Be a Joiner

Form valuable relationships by joining online communities with which you already have an affiliation. This might include your college's LinkedIn group, the Facebook fan page of a non-profit you support, or an industry association listserv. Once you're a member, you can comment on discussions and find exclusive job listings.

6. Tweet

Twitter is an amazing tool to research and connect with recruiters & potential employers. Plus, many organizations tweet out their job postings – don't miss this source of opportunities!

7. Blog

Consider staking your own ground in the social media world. You can blog about your career interests, campus life, activities, or anything else. Blogging (as long as you keep it clean) can demonstrate your knowledge and passion to a potential employer. 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 and YouTube videos. A small, helpful gesture like forwarding a link is a great form of networking.

9. Keep People Up to Date

Status updates are another smart form of networking. Update your LinkedIn, Facebook, and Twitter status with information 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, Facebook pages, Twitter feeds, and blogs of the people you'll be meeting and their organizations. 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!

Finally, as important as social media is, remember to step away from the computer once in a while. Online methods should supplement, not replace, in-person job-searching techniques.