

How to Use Social Media to Net(Work) and to Get Work 2011 / 2012



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Using Social Media to Net(Work) and to Get Work



Let's face it, what we considered to be an effective job search strategy hasn't really changed that much over the last 10 years.

You still need to:

- √ Have a professional resume, cover letter and at least three references
- √ Review job boards and company websites and apply to the jobs posted
- √ *Remember that 80% of jobs are not advertised on job boards, they are found through networking! (the "hidden job market")*
- √ Know the salary range for the type of work you are seeking
- √ Know how to introduce yourself to potential employers and potential networking contacts and be able to discuss your skills, experience and knowledge
- √ Be able to attend a networking event or career/job fair and conduct yourself as a professional
- √ Be able to pick up the phone and make a "cold call" to a potential networking contact or employer when required
- √ Be well informed on what is happening in your local labour market as well as what is happening on the national and international stage as it relates to the economy
- √ Have a professional portfolio

What has changed in the last two years is how important it is for job seekers to be able to use social media sites to:

- ⇒ Research potential work opportunities and access the hidden job market
- ⇒ Research potential networking contacts
- ⇒ Create and manage your on-line presence because the majority of employers and networking contacts will Google you before considering meeting you!

This resource guide outlines our tips and suggested strategies for making the most of the commonly used social media sites for job searching and networking.

The leading social media sites we are going to review are:

- 1. Linked-In**
- 2. Facebook**
- 3. Twitter**

Linked In



What is it:

- This site was started with business/corporate professionals in mind but has quickly expanded to be inclusive for all job seekers/workers representing all industries
- Don't think of this site as "Facebook for professionals". Currently this site is key for creating and managing your digital on-line profile.

Why should I use it to job search?

- Linked In will always appear first on the list in a Google search
- It is a large business/professional social network to help you connect with companies & organisations from various sectors.
- An excellent site to help you research inside connections, many companies created a page Linked In.
- You can join discussion groups representing your field of interest to help you stay current on best practices as well as allow you to make meaningful contributions

How do I create an account?

- Create a detailed profile using employment, education, industry experience. Remember to use key words and phrases that are related to your field, this will help employers and networking contacts to find you easier when they engage in a search.

Tips for setting up your account:

- Set a public and private profile—For job search, use professional public profile; use private for practice purposes ONLY
- You will be asked to upload a profile picture. If you use a picture, make sure it is a professional picture. Alternatively, you could use a logo, graphic or word cloud that represents your branded style. SUGGESTION: USE THE SAME IMAGE for all your social media sites!
- Search your name in various ways, how often does your name appear?
- **Get recommendations**—it's important in terms of establishing your credibility!
- Write recommendations for others in your network
- **Important!** Frequently maintain and update your page; you should update your profile at least once/week

How do I use it to search job opportunities?

- Use the job search section to find job listings
- Use the Linked In profile of a company to get the names of recent hires, use this information for networking purposes
- Visit company Linked In pages to get an edge by receiving updated job postings
- To maximize name appearance in searches - use key words/phrases pertaining to your profession in your Linked In content
- Connect at least 10 people you know in the first week
- Join relevant groups
- Send emails from Linked In account to networking contacts
- Use the Answers section, it's a good way to increase your visibility; respond to questions, ask questions if you need information.



Facebook

What is it:

- Facebook continues to be one of the fastest and the largest Social Network site in the world.
- Its mission is to give people the power to share and make the world more open and connected; **it has recently made changes to its site allowing people to “subscribe” to a person’s Facebook public page without having to be accepted as a friend.**

Why should I use it to job search?

- Employers will access it to check out potential networking contacts and/or job candidates.
- You can create a Facebook page that is branded to your Linked In page
- It can allow for a more two way interaction.

How do I create an account?

- Go to the site and sign-up
- Make sure the name you use for the site is the name you use professionally
- Note: if you already have a personal Facebook site, review your privacy settings and confirm the settings are on—you do not want potential employers and professional networking contacts to have access to this site.
- Create a new site to be used strictly for business and do not use it for personal reasons

Tips for setting up your account:

- Create a Facebook page that matches your resume and professional profile - keep your personal and private Facebook pages separate
- Use a cell phone number or your professional e-mail account for your professional page
- As this is a professional Facebook page, you need to protect yourself from identify theft and protect your privacy as well.; to view your Facebook page as the public would see it, copy your URL into the web address bar – this is what the public will see
- Similar to Linked In, you will be asked to upload a profile picture. If you use a picture, make sure it is a professional picture. Alternatively, you could use a logo, graphic or word cloud that represents your branded style. SUGGESTION: USE THE SAME IMAGE YOU USED FOR LINKED-IN AND TWITTER.

How do I use it to search job opportunities?

- Facebook has a special section called ‘News Feed’, you can review all business activities, job postings, etc.
- Click on “Like” for the business you are following, this will keep you up-to-date on news, events and developments
- Employers will be able to review who you follow, therefore be strategic when choosing you who follow
- New apps called Branch out and Be Known - can be used for networking

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Plan on spending a few minutes each day updating your Facebook account, don't set up your account and then leave it—this is called a “Zombie site”

Twitter

What is it?

- Twitter is social media site that allows you to engage a large audience through short messages or “Tweets”; Tweets can not exceed 140 characters
- Twitter continues to be one of the fastest growing forms of world-wide mass communication

Why should I use it?

- It can be an excellent social media site to help you establish your digital presence on the web
- You can follow job search sites which allows you to remain up to date on the latest job search strategies
- Many companies Tweet their job postings
- There are several recruiters and Employment Ontario service providers who Tweet job postings to their followers
- Twitter allows you to remain current on breaking news events
- You can follow businesses and industry gurus which allows you to stay connected to your industry
- You can post your own Tweets and re-Tweet relevant articles, thus showing potential employers and networking contacts that you are engaged with your industry and active in social media

How do I create an account?

- Visit Twitter.com and create a profile
- As you are creating a public profile, protect your privacy by NOT including personal information
- You will be ask to create a brief profile which will be viewed by everyone, carefully consider what you will write; suggest your profile statement mirrors what you have on your Linked In and Facebook accounts (and it should mirror your in-person networking statement).

Tips for setting up your account:

- Similar to Linked In, you will be asked to upload a profile picture. If you use a picture, ensure the picture is professional. Alternatively, use a logo, graphic or word cloud that represents your branded style. SUGGESTION: USE THE SAME IMAGE YOU USED FOR LINKED-IN AND FACEBOOK

How do I use it to search job opportunities?

- **Note: Watch what you type!** Employers can read all your posts!
- Follow the Tweets of perspective businesses, this will keep you updated on news, events and developments; employers are starting to Tweet their job opportunities
- Be very cautious of what you write in your Tweets and who you follow, employers can view all your posts and who you follow—privacy doesn’t exist in Twitter and you can’t delete the posts on your Homepage
- Before creating an account, determine how much time will spent each day on Twitter. It is not advisable to establish an account and then “walk away” from it; suggest you consider spending 20 minutes a day on Twitter and plan to send out one Tweet a day (and it must be relevant!)

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Who should I be following?

- As this is your professional account, following businesses and people who are considered leaders in your field
- Strategy: search the site for a company or person you want to follow, then look to see who they are following—a great way to quickly build your list of whom you are following!

How do I send out a Tweet?

- First, consider why you are sending out a Tweet, are you commenting on another Tweet or are you Tweeting information that will help you to establish yourself as an individual who shares relevant information? (Note! this is how you get followers!)
- At the top of the Home Page there is a box with the title “What’s Happening?” above it—this is where type your tweet (don’t worry, it counts your characters as you are writing your Tweet)
- When you see the @ sign, this refers to the username of the Tweeter
- When you see the # symbol in a Tweet, it denotes you can search for Tweets sent out by others on the same topic or subject matter

Why are people I don’t know following me?

- If you send out Tweets that are relevant to your field, establishing yourself as either a subject matter expert, you will get people interested
- Sometimes however, businesses will follow you as a way to “market” their product (suggestion: just ignore them)

BEWARE! A Social Media Site EVERYONE Needs to Know Exists!

Zoominfo

What is it?

- Zoominfo is a **search engine that gathers information about individuals and business**; it compiles the information posted on the Internet about a person or business and literally “creates” a webpage about the person or business!

Why should I know about it:

- Although not commonly used, there are some businesses and recruiters who will use this site to research potential candidates before interviewing them.
- **This is a very serious concern** because the information listed on the webpage may be misleading or not entirely accurate as it was created by information posted on various websites
- You can “claim” your profile on their site and updated it to make is completely accurate (and contain only information you want it to contain) BUT IT WILL COST YOU A FEE!!!!
- **Current Recommendation**: go to the site to determine if a profile has been created; **we do NOT recommend you pay them a fee to claim your profile—Zoominfo is not commonly used but we do want to make everyone aware that it exists.**

Upcoming Social Media Sites to Closely Watch!



- **TUMBLER** is a new multi-media blogging site popular with youth, but is considered to be a site to watch closely
- **Google Plus** is the direct competitor to Facebook, it has a broader definition of who is considered a "friend"

Tips For Managing Your On-Line Digital Image

Your online brand already exists so you might as well manage it/exercise your influence on it.

Google Yourself!

- Google yourself in several ways to see what results come up, include in your search your geographic area
- Set up Google alerts to monitor your name

Search Your Name on You Tube

- Check your name on You Tube, it's the second largest search engine

Check your public profile on LinkedIn & Facebook, & Twitter

- Log out of your account and search your name in several ways to see what appears in the search; since you're signed out you'll be able to view your account as potential employers and networking contacts will be able to see it
- Is this how you wish to be branded?

General Suggestions:

- Before diving into the world of Social Media, create a personal account on each site and closely observe how others are using the sites
- Take careful note of what works and what you don't like
- This takes time—if possible, plan to "observe" for amount a month to really get a feel for how a site operates; this front-end research is critical, particularly if you are unfamiliar with using social media and if the site is a new site.
- Be consistent in the use of your name on line; it should be the same across all social media to create consistent branding
- Create a plan before embarking, determine how much time you can dedicate to it and when you will be using it
- Your social media sites should be updated once/day
- Use ABOUT.ME to tie all your on line branding information together



Career Centre Staff Picks

for

Social Media Websites to Bookmark

and

Twitter Accounts to Follow!

Twitter

CES_Sheridan College @CommEmpServ Oakville, ON

For 30 yrs Sheridan's Community Employment Services has been successfully uniting employers & employees | Voiced by Edwyna Irwin, Employment Consultant

- Tweets Mon to Fri, on average two Tweets an hour
- Information on job search strategies as well as jobs currently available

Poss.ca @poss_mag (Toronto)

Poss.ca is an online bilingual magazine for job seekers in Toronto. | Poss.ca est un magazine en ligne pour chercheurs d'emploi à Toronto.

CBCToronto @CBCToronto (Toronto)

- Trusted news outlet to help keep you up to date on world events and the economy

Websites