

Your Social Media Job Search

The evidence is clear; those who know how to use social media for the job search are getting better jobs more quickly. Getting involved with the social media means creating a “brand” that showcase what is different and unique about you. Before getting started, you need to identify your goals. Your brand is the unique combination of personal attributes, values, drivers, strengths, and passions that define you. It helps those that are hiring in determining whether they should hire you or do business with you.

The three Cs of personal branding embraces these three characteristics:

Clarity – be clear about who you are and who you are not.

Consistency – steadfastly express your brand across all communications channels, both online and offline.

Constancy – strong brands are always visible to their target audiences.

Social Media Applications to Consider:

LinkedIn: has already proven itself as a job search / career management aid.

- Develop and maintain a network of people who can help your job search.
- Get introductions to people in companies you would like to work via the network.
- Contact people whom you don’t know for information or meetings.
- Identify key hiring managers or influencers at a company so that you can contact them finding these people, is often the difficult part of the search; is made easier on LinkedIn.
- Respond to ads more effectively: bypass the glut of applications for a typical job posting.
- Maintain a presence in a location where recruiters search for qualified candidates. Your LinkedIn presence is also relevant for recruiters who use Google searches to source candidates, since your LinkedIn profile will show up in Google search results.

Email Lists: is a “low-tech” social networking tool but has shown great results and are widely accessible.

- Many associations have active, thoughtful email lists that cover hot-topics in your field. Take advantage of this important benefit.
- Search email “conversations” in list archives to learn more about your profession.
- Ask questions of other colleagues on the list that can help build your reputation.

Twitter: it has many users, including leaders in a variety of professions.

- Twitter can be very helpful for job-target research.
- Helpful for getting an interview, via tweeting to those who follow.
- Twitter works well for certain professions, but not for others.
- You will need a free “Twitter Organizer” for your job search.
- Finding people and “lists” to follow often involves going outside of Twitter, to external websites where directories of Twitter users are housed.
- Facebook: is enormously popular and receives lots of media attention. It can be an important tool to use in job search.

Blogs: easy to access and use; have a potential as a job-search aid in many situations.

- Follow the blogs of leaders in your field to learn about the latest developments that will help you land interviews.
- Consider using the “comments” section of a blog to establish a dialogue with a blogger who could help you with your search.
- Consider writing an occasional blog entry to demonstrate your expertise and currency in your field.