

Social Media Job Search Guide

Linked In - *Get the App for your phone!*

Job Search

- The 'Jobs' section of Linked in boasts Internships and Entry-level jobs from companies around the world!
- You can see who in your network works at the company to help you make a connection
- Linked In automatically tracks the jobs you applied to and allows you to save jobs to apply to later as well.

Company Search

- Develop a list of companies in your industry to help you have a more tailored search.
- Conduct company research before interviews.
- Find out who in your network works at the companies you want to break into.
- Get recommendations from Linked In on similar companies to the one's you are looking at, to help expand your job search and knowledge of competitors in the field!

Groups

- The 'Interests' section of Linked In has thousands of Groups that allow you to connect with professionals in your field. The more relevant your network, the better!
- Groups post jobs in the 'Discussions' and 'Jobs' section, don't forget to look there too.

Headline

- Create and attractive headline that allows your network to see your job searching- *"Dynamic Young Professional Seeking Entry Level Marketing Positions"*.

YouTube

Resume: Many in the IT and Marketing World are using YouTube to make video resumes of themselves to help build their brand and stand apart from the crowd.

Portfolio: Share your work online (Designers, Architects, Writers, and more) to get feedback and share with employers by creating a link on your resume.

Watch Videos: Get tips on Job Search, Interviewing, and more through various You Tube videos and channels.

Build Your Brand: Create a YouTube channel and post advice and tips to show your knowledge. Customize the color scheme, image file, etc. to build your brand!

Twitter - *CREATE A SEPARATE ACCOUNT FOR JOB SEARCH!*

Job Search

- Find jobs in your field by typing key words like "Science Jobs, Nursing Jobs, Human Resources Jobs" to find handles that post jobs and articles relevant to you and people that share openings they hear about separately as well.

Company Search

- Type in the names of companies like "Raytheon Jobs, Style Magazine Jobs, State Street Jobs" so you can start following them and see new jobs as they get posted!

Facebook

Status Update

- Post that you are job searching, and keep your friends and family updated on your search-

"I had a great interview this morning...fingers crossed".

70% of jobs are found through Networking.

27% of jobs are found through referrals and using social network sites like LinkedIn and Twitter help identify referral opportunities.

85% of hiring managers use social networking sites like LinkedIn to look for potential candidates who've been referred by other professionals