Managing Your Social Media Presence & Using Social Media in Your Job Search
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• Why Does it Matter
• Managing Your Social Media Presence
• Using Social Media in Your Job Search
Why Does it Matter?

• 90% of employers use or plan to use social media in their hiring efforts
• 70% of companies check social media profiles of applicants
• 66% have filled a job using social media
• 35% of employers have eliminated candidates from the pool based on on-line information

MANAGING YOUR SOCIAL MEDIA PRESENCE

“Don’t post any picture, say any words or take any actions that you wouldn’t want your grandmother to see.”  —Jobvite CEO Dan Finnigan
Managing Your Social Media Presence

• Google Yourself
  – Use quotes (“Ann Mallison”)
  – Search all of you names, including spelling variations (“Anne Mallison,” “Ann Leslie Mallison”)
  – Search your User IDs (annadmit)
  – Search on different engines (Yahoo, Bing, etc)

• Track Yourself
  – Google Alerts

http://claimid.com/bestpractices
Managing Your Social Media Presence

• What if your Google Search is bad?
  – **Option 1** – Bury the content
    – Option 2 - Contact the source
    – Option 3 – Contact Google or the search engine
USING SOCIAL MEDIA IN YOUR JOB SEARCH

“People get jobs through other people, not computers.” www.mashable.com, Dan Schawbel
Using Social Media in Your Job Search

“Rules of Social Media”

• Social Media is all about building relationships

• You must give-give-give in order to receive

• More business is being done on Social Media outlets than ever before
Using Social Media in Your Job Search

Focus

• The first step is to know yourself and what you are looking for
  – Without this information you will be overwhelmed with information and resources

• Target one industry (at a time)

• Create a list of your top 5 companies

• Research – Research – Research, Then connect
Using Social Media in Your Job Search

- LinkedIn
- Twitter
- Blogs
- YouTube
- Others

Tools:
- Twitter
- LinkedIn
- YouTube
- WordPress
- Blogger
- Emurse
Using Social Media in Your Job Search

LinkedIn

www.linkedin.com

• Highlight your resume
• Connect with your network
• Build new networks
• RECOMMEND people you know
• Join groups
• Look at the Jobs tab
Using Social Media in Your Job Search

Twitter

www.twitter.com

• Twitter takes time to learn, build and navigate
• Create a profile
• Follow people or companies of interest in your industry
• Observe
  – Watch and learn how these people are interacting
• Twitter is about forming networks based on interest
  – Twello.com (Yellow Pages of Twitter) and Listorious (lists of people)
Using Social Media in Your Job Search

Twitter

www.twitter.com

– @annadmit – the @ signifies a user name
– # is a hashtag – use it before a searchable term
– Many people tweet their blogs, they love retweets (RT) and positive comments
  • Don’t just comment, READ the BLOGS
– Aggregators make Twitter easier, such as Tweetdeck and Hootsuite
– Book recommendation: The Tao of Twitter by Mark Schaeffer
Using Social Media in Your Job Search

**Blogs**

- Blogs are a great way to form a network and show your are knowledgeable about an industry
- Provides instant and content rich tweets
- Tools: WordPress, Blogger, others
- Search for blogs by topic: [http://technorati.com/](http://technorati.com/)
- Subscribe to Blogs that have job postings, such as [http://www.web-strategist.com/blog/](http://www.web-strategist.com/blog/)
Using Social Media in Your Job Search

YouTube

• Create a Video Resume or Portfolio
• Research before you do it
• Make a GOOD video
• Use your marketing plan to promote your skills, strengths and where you are headed

• [http://youtu.be/_ssTF0lak0c](http://youtu.be/_ssTF0lak0c)
Using Social Media in Your Job Search

Other Tools

• Emurse – a resume building tool
  www.emurse.com

• Career Explorer on LinkedIn – explore career paths and options

• Gist.com - Helps you manage your contacts & helps you connect with them

• SmealConnect

• QR Code
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