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Accelerate Your Job Search Using Social Media

LinkedIn, Facebook, Twitter, Instagram......what do these social media platforms have in common? Well, the most obvious response to this question is that all of them can help you stay connected with family, friends, and business associates. Yet, perhaps the less apparent but equally important answer is that *LinkedIn, Facebook, Twitter, and Instagram* are powerful vehicles to get your job search off to a fast start.

The Information Highway

The digital era has changed life as we knew it in many ways — and the job search process is no exception!

- Almost half of all Millennials and Gen Z workers applied to jobs found through social media.
- 84% of organizations use it to find new talent
- 35% of hiring managers would not consider a candidate without an online presence.

What's more, social media platforms enable you to tap into the immense power of personal connectivity and professional networking to secure a job. Long recognized as the most effective strategy in the job search process, networking is a lifelong skill that is made all the easier through social media.

The Vehicles

Given that employers look for potential candidates through social media, and considering the formidable power of networking, it's clear that the use of social media in job search isn't just a fleeting trend. It's the fuel that can drive your job search full-speed ahead. So, whether you have one or multiple social media vehicles up and running, now's the perfect time to schedule a tune-up (*or a rehaul if necessary*) to get the best mileage from these platforms.

There are a host of great online resources available regarding social media in the job search, some of which are highlighted below. (*For more information:* [Using Social Media for Job Searching: A Comprehensive Guide](#).)



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- **LinkedIn**

A favorite among recruiters and hiring managers alike, *LinkedIn* is far and away the leading vehicle when it comes to the social media platforms *most directly relevant to job search and networking*. It serves 800 million users in more than 200 countries and territories worldwide.

Be sure to let people in your network, employers, and recruiters know you're open to new job opportunities by enabling LinkedIn's [Open to Work](#) feature. This helpful tool not only allows you to specify the types of job opportunities you're looking for and your preferred work location, but it helps to ensure that your profile shows up when recruiters are using the platform to source for qualified candidates.

- **Facebook**

Boasting [3.070 billion users every month](#), *Facebook* should be regarded as a prized vehicle in your social media fleet. In fact, it is the most used social media network of all.

Here are a few tips to keep in mind:

- ✓ Create and maintain a professional profile
- ✓ Consider joining a *Facebook* group related to your career field, job, national / state professional association, or professional interests to stay on top of current information and trends in your field.
- ✓ Write posts to increase your professional visibility. Pay attention to who's posting and what they're talking about to identify individuals who are active in your career field. Reach out to them to build a relationship and expand your professional network. Even if they're outside of your geographic area, they may know of someone or a company that's a perfect fit for you in your locale. What's more, many employees are working remotely and no longer need to live in close proximity to an employer's brick and mortar facility.

- **Twitter**

Twitter has a host of features to assist you in your job search. For example:

- ✓ You can sign up for *Twitter* feeds allowing you to follow companies that are important to your job search. Also, follow hiring managers at these organizations (as well as recruiters in your field) and respond to their tweets as



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appropriate. Doing so may start conversations that develop into professional relationships. And, of course, these relationships can lead to job opportunities!

- ✓ Based on who you're following, *Twitter* suggests other people to follow — which may help you expand the range of companies to target in your job search. And many companies post new job openings on *Twitter*.
- ✓ *Twitter* hashtags indicate trending topics. Once you find the hashtags related to your industry or career field, follow them, read related tweets, and keep yourself informed. In doing so, you may also find other people to follow on a regular basis.

- ***Instagram***

Apply the same tips described above for *Twitter* to your *Instagram* account. Post stories, pictures, and videos that showcase your skills and add value to your resume. Use relevant hashtags like *#jobsearch* to get noticed.

Drive Your Job Search

As you prepare to harness the potential of social media in your job search, think "*Get ready, get set, and go!*"

- **Get ready.**

- ✓ Define what you're looking for. Use your self-knowledge to define "best fit" roles and industries.
- ✓ Conduct a gap analysis of current knowledge and skills and those required of the jobs you seek. Adopting the perspective of lifelong learning, work to bridge gaps.
- ✓ Identify the industries you'd like to target and create a list of 8 - 10 companies that interest you. Actively work to meet people in these organizations (face-to-face or virtually) to learn more about their goals. This is where organizational social media and web pages can come in especially handy.

- **Get set.**

Considering the exponential growth of the digital world, it's more important than ever to manage your online identity. One third of employers decided not to hire candidates subsequent to a review of their social media profiles. Why did these employers hit the brakes? Inappropriate, unprofessional, discriminatory, bad-mouthing, confidential, or false information contained in the candidate's social media postings.



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With that in mind, don't let a less-than-flattering social media presence stall your job search! Use the **3 Cs** strategy to tune up your social media platforms: **Clean, Clear & Consistent**.

- ✓ Ensure a **clean** and professional online presence. Google your name. (You might be surprised at what you find just a page or two into this search.) Revisit your privacy settings and make adjustments / changes to ensure that personal information is kept private. Delete any posts — past or present — that could in any way be construed as unprofessional or offensive.
- ✓ Impart a **clear** professional identity to the digital world. Cultivating a "**personal brand**" can help you secure your target position. Personal branding is about discovering, creating, communicating, and maintaining a clear identity. In essence, it's about how you present and market yourself to others. Develop a **personal brand statement** that captures your experience, personality, and vision. And don't forget a recent and professional head shot. This picture need not be stuffy or formal, but should be sharp, well lit, and nicely composed.
- ✓ Be **consistent** in your approach to social media. Because hiring managers and recruiters are likely to use multiple social media platforms to inform their evaluation of you as a candidate, ensuring consistency between your resume information and social media profiles is paramount. Make sure that job titles, dates, professional and volunteer experiences, certificates / licenses, awards, and academic training are accurate and consistent across all platforms. Failure to do so could not only be construed as misleading but may signal to prospective employers that you lack essential organizational skills and attention to detail.

- **And.... Go!**

Don't get stuck in the slow lane! Harness the horsepower of social media to widen your professional network, accelerate your job search, uncover job opportunities, and stay informed about trends affecting the job market, industries, and occupations. Full speed ahead!