

# Job Searching Using Social Media

Maintaining profiles on different social networks is not enough to find a job or internship. The more deliberate you are with your outreach and personal branding, the more results you'll see. Make sure you've optimized your accounts' abilities, target your search, personalize your message, and mind your online manners while always anticipating the next step of submitting your resume and engaging with an employer face-to-face.

## ATTRACT RECRUITERS TO YOUR LINKEDIN PROFILE

Follow these easy tips to create a complete, professional profile that will show up in search results and stand out to recruiters.

- Upload a professional looking headshot. Profiles with pictures are viewed more frequently.
- Set your professional headline to your current or most recent job title and employer rather than "student." Your work experience is more informative and makes it clear that you are open to job opportunities.
- Include a succinct Summary section at the top of your page describing your current path of study, academic interests, and career goals. This will give viewers a sense of the type of opportunities you are looking for.
- When writing your Summary and Experience sections, use keywords that will come up in Google searches. Search for people who hold a position similar to what you are interested in, and mimic the language in their profiles. Also include relevant keywords in the Skills & Expertise section.
- Ask for recommendations from your connections. Always personalize recommendation requests, and give an idea of what skills you would like the person to highlight.

## ACTIVE NETWORKING USING LINKEDIN

Once you have connected with classmates and colleagues, it will be important for you to expand your network by introducing yourself to new people. Here are some tips for making new connections:

- Use advanced search to look for new people to connect with in the fields and locations you are interested in.
- Always personalize connection requests. If connecting with a professional acquaintance you don't know well, remind him or her of when you met. If you haven't met the person, explain how you found them or why you want to connect with them. Reference any common affiliation - an organization you both belong to, or a mutual connection.
- Join relevant professional and alumni groups. The Washington University in St. Louis Alumni Association group is open to current students, and is an incredible resource of thousands of alumni. Your high school may also have an active alumni group. You can find job postings on group discussion boards or create your own post detailing the type of position you are looking for, enabling you to reach out to lots of alumni at once.
- Current coworkers are your potential future LinkedIn contacts, and can serve as recommendation writers for you. Connect with your bosses and coworkers!
- Follow organizations that you are interested in working for. Many employers post job openings directly to LinkedIn.



## JOB SEARCHING USING FACEBOOK

While Facebook is primarily known as a social networking site, many users also network professionally. Follow the tips below to utilize Facebook's full professional potential:

- Include your education and work history in the Information section.
- While you don't need to be as strictly professional as on LinkedIn, make sure you present a positive image of yourself knowing that recruiters may view your profile.
- Use Facebook to contact individuals you find on LinkedIn but do not have mutual connections with. This system allows you to message the person without being forced to send a connection request or spend money on InMail.
- Join professionally focused Facebook groups. Job postings are frequently mentioned on Business and Organization themed group discussion boards.
- Like pages of companies you are interested in working for. This will help you stay updated on company news and developments, including job openings. Facebook pages also give a good sense of company culture, which will help you determine whether or not you would be a good fit at the organization.
- Many larger companies have separate Facebook pages for their hiring departments, often called "[company name] Careers." Job postings are most likely to appear on these pages.

## JOB SEARCHING USING TWITTER

The number of companies using Twitter to promote job openings is rapidly increasing, and Twitter's powerful search feature makes it a convenient platform for job hunters. Similar to job searching on Facebook, follow companies that interest you, and check to see if they have specifically career-related profiles. Many job search websites also have Twitter profiles from which they post select job opportunities; for example, @MonsterCareers. Some, such as Idealist Jobs, even have location-specific profiles that only post jobs in certain areas (@IdealistJobsCA, @IdealistJobsNYC, etc.).

You can also use Twitter to search for job opportunities using general search terms. Most opportunities posted on Twitter are designed to be easy to search for; employers use hashtags such as #job, #internship, or industry names like #finance.