



Find Jobs and Stay Connected with Professionals Using a Blog

A blog is short for a web log. People write blogs to express opinions and share their subject matter expertise. If you use a blog to assist your job search, follow these tips:

Get Started

1. Create a blog on a site like Blogger or Tumblr if you do not have a website of your own.
2. Use the same profile image for your icon as the one on other social media. This will help create your brand.
3. Fill in the “About” section of your blog using career pathway keywords.
4. Add links to all of your social media accounts.
5. Add a “static” page that has your resume information and a PDF copy of your resume.



Participate

WRITING

1. Write posts that express your opinions on career-related subjects; i.e. customer service, accounting practices, how to use a tool, etc.
2. Write about new ideas. How would you improve upon a standard practice in your industry?
3. Share your opinion on others’ blog posts. Remember to give them full credit and link to the original article.
4. Feature others. Write about best practices that you find in your industry while doing company research in advance of an interview.
5. Stay positive. By remaining positive, you help your chances at new employment.
6. Schedule writing time in your calendar to allow consistent posts. Keeping an audience is as important as gaining one.
7. Pin the image from and share your blog post on your other social media accounts.

SEARCH

Search out similar industry blogs. Provide positive comments and feedback. Include a link back to your blog when possible. Possibilities include guest blogging requests or an interview for a job!

Read company blogs to get a feel for a company culture, products, and methods.

Illinois workNet

Find out more about job searching with other social media platforms by visiting this site:

<http://www.illinoisworknet.com/socialmedia>



Resources

<http://www.glassdoor.com/blog/blog-job-search/>

<http://www.careerealism.com/starting-blog-job-search/>

<http://www.theladders.com/career-advice/blogging-help-hurt-job-search>

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