



Find Jobs and Stay Connected with Professionals Using Facebook

Get Started

Facebook is the largest social media network. The average Facebook user spends 20 minutes per day on the site. How can you use it to help your job search? If you are in job search mode, below are some tips to follow:

PROFILE

1. Update your “About” section with your work history.
2. Change your Facebook profile picture to a professional image.
3. Add professional skills to your profile.
4. Verify your security settings to keep private things private.
5. Require approval for people to tag you in images and posts. Make sure it is appropriate for your job search.



Participate

STATUS UPDATES

1. Include notices about your job search.
2. Check in at the company when you arrive for an interview.
3. Follow companies for which you want to work.
4. Share company updates.
5. Tag companies that you follow in your posts.
6. Tag connections in your network.
7. Use your network to reach out to hiring managers.
8. Search Facebook using “job search” “career” or “jobs” as your keyword. Results yield jobs nearby, links, groups, posts from friends and groups, and public posts.
9. “Explore” the job postings from the section in the left-hand menu.

GROUPS

Join Groups in your career field to learn more, share expertise, and watch for jobs that are posted. You can also:

1. Start discussion questions.
2. Share articles of interest to the group.
3. Use the group to build your network.

ADS

Facebook ads target users by keyword and demographic. Target a zip code or geographic area OR target an ad to specific people using the custom audience function. Send viewers to your website or LinkedIn profile.

A small investment in Facebook advertising could pay off with a new job!

Illinois workNet

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

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



Resources

<http://theundercoverrecruiter.com/5-ways-use-facebook-your-job-search/>

<http://jobsearch.about.com/od/onlinecareernetworking/qt/facebookprivacy.htm>

<http://mashable.com/2013/09/14/facebook-graph-search-jobs/>

<http://mashable.com/2013/09/08/facebook-jobs-skills/>

<https://www.themuse.com/advice/the-other-social-media-site-recruiters-are-checking-out?ref=search>

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