



Find Jobs and Stay Connected with Professionals Using YouTube

YouTube is the second most searched tool on the internet. While not a search engine, people use it to search for answers to questions. How can you use it to help your job search? Follow these tips:

Get Started

1. Create a profile at <http://www.youtube.com>. Alternatively, you can set it up through your Gmail account.
2. Use the same image for your profile picture as the one you use on other social media sites. This will help create your brand.
3. Fill in the "About" section with career keywords.



Participate

UPDATES

1. Share videos that you find on YouTube on your other social media profiles.
2. Create a Channel to store all of your recordings.
3. Add useful videos to Playlists for reference.
4. Create a video resume. The [Illinois Resume Builder tool](#) offers a video resume option.
5. Create how-to videos to share your expertise. This may require a screen capture program.

SEARCH

Look for items tagged with keywords. This is similar to a Twitter search. Companies that have YouTube channels may share product information, but could also have recruiting videos. Before an interview, review all of the videos on the company channel. This will familiarize you with the company products and services.

LEARN

Use YouTube to stay up-to-date with research and information in your industry. YouTube is a great place to find how-to videos, informational videos, and product videos.

Illinois workNet

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

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

Resources

<http://jobsearch.about.com/od/companyresearch/qt/youtube.htm>

<https://careeralley.com/how-to-leverage-youtube-for-job-search/>

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