



What works for you?

Social Media and the Job Search

Thanks to Dee Reinhardt – Time2Mrkt.com

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This video by Eric Qualman explains how important social media is.



http://youtu.be/QUCfcchw1w?list=PL0lk_3tB7fnMUerBrDdMMN-VsRoQQivPK



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Why Use Social Media?

- Build awareness
- Provide thought leadership
- Generate contacts/leads
- Customer support/advocacy

Individuals
applying for a
job create a
personal brand!



What platforms are best for you to find jobs?

➤ Jobs

- LinkedIn
- Blogs
- Facebook
- Twitter
- Google+
- YouTube



Find Training or Job Opportunities

➤ Training

- Watch news feeds to discover new workshops or classes.
- Follow groups to find free or low-cost training sessions.
- Use forums to answer questions and research resources.

➤ Job Opportunities

- Watch for job postings in groups and forums.
- Check the following slides how to use each platform to help your job search



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Blogging

“Blog” is short for “web log.” People write blogs to express opinions and share subject matter expertise. How can you use blogs to help your job search?

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” description with career 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.

Writing

1. Write articles that express your opinions on career related subjects. e.g.: customer service, accounting practices, how to use a tool.
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.
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 so you post consistently.
7. Pin or share your blog post on your social media accounts

Search

- Search industry blogs, share articles and write comments with a link back to your blog.

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Facebook

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?

Get Started

1. Update your About section with your work history
2. Change your Facebook icon to a "professional" image.
3. Add professional skills to your profile.
4. Verify your security settings to keep private things private.
5. Check any items in which friends tag you. Make sure they are appropriate for the job search.

Status Updates

1. Include notices about your job search.
2. Check-in at the company at the 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 a hiring manager

Apps – Find job search apps in Facebook to help your search

Groups – Join and participate in groups.

Ads – Target ads to users by keyword and demographics.

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Google+

Google+ is similar to Facebook in terms of connecting and posting. It is also associated with the largest search engine on the Internet. How can you use it to help your job search?

Get Started

1. Sign up for a Gmail account and you will automatically have a Google+ account.
2. Make status updates.
3. Use the same image for your icon as on your other social accounts.
4. Claim a custom URL. e.g.: <http://plus.google.com/+IllinoisworkNet>
5. Add links to your other social platforms in your profile.
6. Add professional skills to your profile.
7. Add a cover image that reflects your professional personality.

Status Updates

1. Include notices about your job search.
2. "Circle" influential people in your industry.
3. Organize your contacts by "Circles." Others can see who is in your circles.
4. Add companies for which you want to work to your Circles.
5. Share company updates of those you follow.
6. Tag companies that you follow in your posts (with a "+").
7. Share quality content you create on your blog.

Communities – Find industry related groups to start discussions and share information.

Events – Check events for networking or learning opportunities.

Hangouts – Video chat with up to 10 people at a time. Start an industry job club.

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Illinois Virtual Job Club Network

Illinois workNet created a group on LinkedIn to provide a common space for job seekers, workforce professionals, and business owners to share information. Learn more about this tool.

Get Started

1. Create a LinkedIn Profile.
2. Search for Illinois Virtual Job Club Network Group.
3. Request to join the group.

Read

1. Review the current items in the discussion tab.
2. Offer comments to current discussions.
3. Share discussions in other job search groups to which you belong.
4. Review the Promotion items in the Promotions tab.
5. Review the Jobs tab. If no jobs are posted (LinkedIn postings), look at the Jobs Discussion tab for external job postings.
6. Review the Members tab. You could find a new connection!
7. Search for specific discussions by keyword using the group search tab.

Action

- Share information in Job Club, answer questions, and reach out to other members.

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LinkedIn

LinkedIn is a professional social media tool used by job seekers and businesses. You can use your LinkedIn profile to:

- Maintain an online resume
- Compile professional contacts

Job Seekers that have a completed profile with industry-related keywords in the right spots will appear in search results created by recruiters and Human Resource leaders. Here are some tips to help you use LinkedIn for your job search.

Profile –

- Three areas are used in search algorithms. Fill them with keywords.
 - Headline
 - Skills & Expertise
 - Summary

Status Updates –

- 3-5 times per week to keep your brand in plain sight.

Connect –

- A minimum of 500 connections to make the network function properly. Personalize your invitations.

Groups –

- Up to 50 groups. Join in discussions to show your expertise.

Companies –

- Follow companies, share their posts, watch for job postings.

Jobs –

- Search by industry, and use advanced options to find connections at the company.

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Pinterest

Pinterest is the online version of a bulletin board on your wall. It is a place where you can store important articles, images, and videos. Use it as a storage spot for career related items to help your job search.

Profile

1. Use the same profile image for your icon as the one on other social media. This will help create your brand.
2. Fill in the "About" description with career keywords.
3. Connect to your Twitter account.
4. Create Career and Personal "Boards".

Updates

1. Pin your resume and/or video resume. Create a board that represents the different parts of your resume. Share your resume pins on other social media.
2. Pin links to images in blog posts that you write.
3. Create boards that show your skills – e.g. Graphic design, photography, charts, metalwork, or car repairs.
4. Pin items that show your interests. This can be a conversation starter in an interview.
5. Follow industry experts. Pin their items.
6. Investigate companies. Pin their items. Comment on their pins.
7. Follow Career Sites.

Search – For job search help items or research company information.

Learn – Use pins to stay up-to-date on industry information and research.

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Twitter

Twitter is a platform that uses 140 characters at a time. How can you use it to help your job search?

Profile

1. Use the same profile image for your icon as the one on LinkedIn.
2. Fill in the 160-character "About" with career keywords.
3. Use a header image to demonstrate some of your skills.

Updates

1. Connect Facebook to Twitter to share in both places.
2. Include notices about your job search.
3. Follow companies for which you want to work.
4. Use hashtags that companies use to join a conversation.
5. Use @ tags to message companies that do not follow you.
6. Retweet messages from companies you follow.
7. Tag companies that you follow in your posts.

Search – For #jobs with advanced search functions like keywords.

Learn – Participate in Tweetchats (virtual conversations) to stay current in your industry.

Hashtags – Use and search for them by industry when posting.

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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?

Profile

- Create a profile at YouTube or set it up through your Gmail account.
- Use the same profile image for your icon as the one on other social media. This will help create your brand.
- Fill in the "About" description with career keywords.

Updates

1. Share videos that you find on YouTube on your other social media.
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 could require a screen capture program.

Search and Learn –

- Search by tag, industry, or keyword for informational, how-to, or product videos to stay up-to-date on industry topics.

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OK, so now what?

- Share
- Participate
- Engage
- Be consistent
- Build your presence



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Industry News & Trade Organizations

- Find news in your industry.
 - Sign up for e-news letters from Trade Organizations.
 - Set up Google Alerts for keywords in your industry.
 - Follow companies and organizations on social media.
 - Share information that companies post.
 - Use the @ symbol to “tag” a company or organization on:
 - LinkedIn
 - Facebook
 - Twitter
 - + symbol on Google+

@ tag a company
to draw their attention!



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Conferences or trade shows

- Attending a conference or trade show –
 - Share updates on your social media from the conference.
 - In your post, @ tag speakers and companies that you meet.
 - Post images that you take from the conference or trade show.
 - Collect business cards from other attendees or vendors.
 - Invite them to connect on LinkedIn.
 - Follow them or their company on Twitter, Google+, YouTube and Facebook.



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Find Mentors

- Use social media to engage in industry discussions.
- Enlist the guidance of the participating experts.
- Research experts on LinkedIn.
- Connect with the expert and begin building a mentor/mentee relationship.

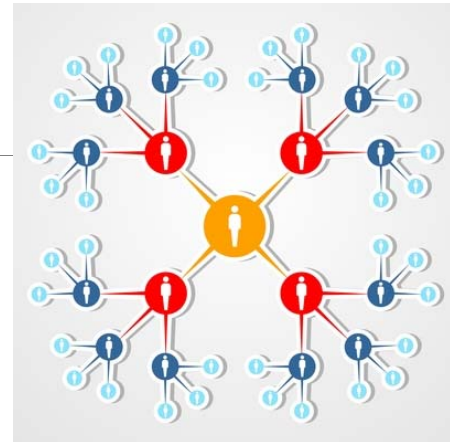


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Network

- Social media is all network, all the time.
- When looking for jobs or employees, contact your network.
- Invite everyone you meet to connect on LinkedIn.
- Follow others on all social media.



It's not about
 who you know,
 but who they know.



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Blogs or Forums

➤ Blogs

- Create a blog to share your expertise.
 - Self-host a blog with your own domain name.
 - Use Blogger (Google product) or Tumblr to create a blog.
- Review articles in your industry.
- Share your opinion on others' articles.
 - Give appropriate credit to original author.
- Create original articles on industry topics.

➤ Forums

- Join industry forums.
- Answer questions to share expertise.
- Share articles that you find.
- Ask questions to gain knowledge.

Solution

The method or process of finding an answer to or disposition by carefully analyzing the problem. It is proactive in preventing the problem from occurring.



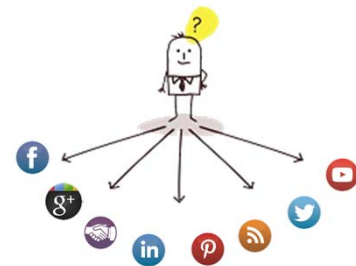
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Social Media and Your Job Search

Follow the tips in this presentation to help you build your personal brand:

- Create a presence on social media platforms.
- Find training and job opportunities.
- Find and follow "Industry" news and organizations.
- Use social media to broadcast and connect during trade shows or conferences.
- Find mentors on social media and build a relationship.
- Network using your new social media presence.
- Share your expertise on blogs and forums.



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More Resources

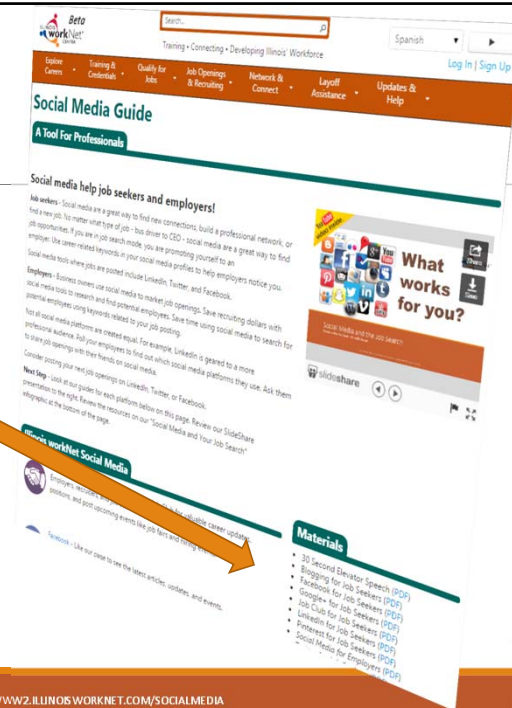
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LinkedIn group - <http://www.linkedin.com/groups/illinois-virtual-job-club-network-4794123>



Pinterest - <http://www.pinterest.com/illinoisworknet/>



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