Using Social Media for Job Search and Career Enhancements
Recruiters troll social media sites frequently looking for new talent. Whether you are searching for an entry-level opportunity or experienced career advancement, you should have a social media presence that reflects your professional best.

The goal of this section is to learn how to get the most out of these professional resources and put your best cyber foot forward because you never know when opportunity will knock. But remember, connecting online is not a one-time-only step. You must take these virtual relationships further and plan to meet in-person, or via phone so you can create professional connections that will empower you to achieve your career goals. Nobody gets hired sight unseen!

Getting the Most of LinkedIn

LinkedIn is the leading professional networking site used by millions of individuals worldwide for job searching, networking, and marketing.

If you haven’t yet embraced the LinkedIn phenomenon, you should – but make sure your profile tells that story of what you do best so you can be recognized and sought after for opportunities that match what you are looking for.

Social Media in Plain English

Why everybody should take advantage of social networking!

Tells the basics of how to get started and use this online resource to your best advantage.
Other Social Media Sites You Should Be Using Professionally

There are a myriad of other resources you should consider when presenting yourself online. Dan Schawbel, author of Me 2.0: Build a Powerful Brand to Achieve Career Success suggests multiple branding techniques for job searchers. While he also agrees with the necessity of in-person networking, he recommends the following social sites to help job seekers get noticed in the cyber career arena.

The following comes from Dan’s posting on Mashable online. According to Dan: “Some of these sites allow you to craft a resume, while others are networking platforms that contain job listings. By signing up for all ten, you increase your chances of getting a job and decrease the amount of time you’ll spend searching for a new one. Three of the listed sites can be combined with other sites to be more impactful. In addition to joining, creating profiles and searching for jobs, support these sites with either a traditional website or blog, so that you have more to present to employers, in addition to your profile.”

1. **LinkedIn**
   is by far the #1 spot for job seekers, those that are currently employed, marketers looking to build lists, and salespeople who are seeking out new clients. With 80 million users, including recruiters and job seekers, LinkedIn is quite a hot spot. Optimize your profile, cultivate your network, exchange endorsements, and participate in targeted Group discussions to get the most of LinkedIn [http://www.linkedin.com/](http://www.linkedin.com/)

2. **Plaxo With Simply Hired**
   is a social network that resembles LinkedIn. The real value in Plaxo is the address book that keeps track of all of your contact information, including a Yahoo! Map indicating where your contacts live. Plaxo also integrates with Simply Hired which is a job aggregator that searches thousands of job sites and companies and aggregates them in a single location for you. After building your Plaxo profile, use it as part of the recruitment process when applying for jobs with Simply Hired for success. [http://www.plaxo.com/](http://www.plaxo.com/)

3. **Twitter with Blog or LinkedIn URL.**
   Twitter breaks down communication barriers and lets you talk directly to hiring managers, without having to submit a resume immediately to a machine. Although Twitter is probably one of the best networking tools on the planet, it needs to be supplemented with a blog or LinkedIn profile. There’s no way you can hire someone based on a Twitter profile, without having a link from that profile to something else that gives more information on that job seeker. You get to add one URL to your profile, so choose wisely. [https://twitter.com/](https://twitter.com/)
Other Social Media Sites You Should Be Using Professionally

4. **Jobster**

isn’t spoken about nearly enough, yet it is a powerful platform for networking with employers who are offering jobs, while you’re searching. You can upload your resume, embed your video resume, showcase links to your site, your picture and tag your skills, which is a unique differentiator. You can search for open positions and see the person who posted the job. Then you can add them to your network and connect with them to find out more about the position. [http://www.jobster.com/](http://www.jobster.com/)

5. **Facebook**

can be used to get jobs. There are two main ways of acquiring a job through Facebook. The first is to go to your Facebook marketplace, which lists job openings or other opportunities in your network. Aside from jobs, there are “items wanted” and a “for sale” listing. When searching for jobs, you’ll be able to see who listed the item and then message them to show your interest. When you find a job opening that you’re interested in, you’ll be able to message the hiring manager directly. For instance, the subject line of the message will auto-populate with “Principal Web Developer in Littleton, MA” in the subject line.

The second way to get a job using Facebook is to join groups and fan pages to find people with common interests and to network with them. [http://www.facebook.com/](http://www.facebook.com/) Branch Out is the newest career networking component of Facebook with online job listing and networking features. [http://branchout.com/](http://branchout.com/)

*** Since Facebook is so commonly used for personal networking, make sure you scrub your pages for posts and photos with inappropriate content that can damage your candidacy in a hiring situation. Recruiters do troll Facebook and can sleuth out content even if they are not an approved friend in your system.

6. **Craigslist**

is extremely valuable job search tool if you’re not looking to work for a big brand name company, such as P&G or GE. Most of the positions on Craigslist are for consultants (design/programming help) and at small to midsize companies that are hiring. There are new listings every day and if you wake up to this site every morning and refresh the page, you have a good chance at getting a job sooner rather than later. [http://craigslist.org/](http://craigslist.org/)

7. **My Workster with Indeed**

focuses on exclusive networks for colleges, allowing students and alumni to connect for exclusive career opportunities. This social network allows you to create a professional profile and network with potential employers. [http://www.myworkster.com/myworkster/](http://www.myworkster.com/myworkster/)

8. **Visual CV**

understands the importance of personal branding in a job search. Instead of a traditional resume, you get your own branded webpage, where you can add video, audio, images, graphs, charts, work samples, presentations and references. VisualCVs not only let you stand out from the crowd, but communicate your value in a way that’s not possible with static text. [https://www.visualcv.com/login](https://www.visualcv.com/login)
Why Should You Do Informational Interviews?

9. **JobFox**
like online dating, tries to pair you up with a job that best fits you. Their differentiator is their “Mutual Suitability System™” that enables them to match your wants and needs to those of employers to find the best relationship. The system learns about your skills, experiences, and goals and then presents you with jobs. http://www.jobfox.com/

10. **Ecademy**
like LinkedIn, is a prime source for professional networking. You have your own online profile, where you can tell people what you do. You can join business networking groups based around your expertise and exchange messages with other members privately. You can also ask for introductions from friends, just like LinkedIn. Although, there isn’t a job search area on the site, 80% of jobs are from networking and this place is dedicated to it. http://www.ecademy.com/

The truth about social media networking is that it should only be taking approximately 20% of your time and effort in job searching or career building. The hidden job market is alive and well with up to 80% of jobs that are never posted. Use social media resources to your advantage but make the essential effort to get out from behind your computer to be seen and heard. Real personal interactions will take you farther faster! Be sure to read the previous module about networking if you need a refresher about how to establish and maintain in-person professional relationships.

Creating and Maintaining Your Online Persona

Personal branding guru, William Arruda discusses how to brand yourself on LinkedIn.

Know yourself to grow yourself. Growing your brand by William Arruda

Colgate Alumnus, Sean Connolly – Personal Branding in a Digital Age
Colgate University has a strong social media presence that you should tap into. Check out these Colgate alumni sites and get connected, participate in conversations, and share your wisdom and your professional needs.

**Colgate Groups on LinkedIn**

- Colgate Connections
- Colgate University
- Colgate University Alumni
- Women @ Colgate
- A Better Colgate
- A wide range of affinity groups and social organizations for Colgate alumni

*Click here to browse LinkedIn groups and click on the icons below to explore Colgate’s social media networks.*

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**Here are some of our favorite books and online tools to help you make the most out of your online presence.**

- Me 2.0: Build a Powerful Brand to Achieve Career Success by Dan Schawbel
- Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust by Chris Brogan and Julien Smith
- Socialnomics: How Social Media Transforms the Way We Live and Do Business by Erik Qualman
- Wikinomics – How Mass Collaboration Changes Everything by Don Tapscott and Anthony D. Williams
Career Research Resources

The Maroon Advantage

TOOLKIT