Module 1: Introduction

Welcome to the Social Media and Networking online tutorial. This five session series will discuss the importance and use of social media as a networking tool in your job search.

When we are finished, you should have a better understanding of how using online social media sites can extend your network range and increase your employment opportunities.

Let’s begin.

The days of finding a job in the newspaper want ads are all but over. Job boards and internet job search sites are also seeing less use by potential employers. More and more employers and job seekers are turning to social media as the tool of choice for matching jobs to job seekers.

To use social media or networking sites you will need the ability to access the Internet, some experience navigating the Internet, and an email account. Use an email address that is professional and to the point rather than a vanity address or something that would be inappropriate for a potential employer to view.

For example something like JSmith456@aol.com is reflective of someone who is professional and looking for a job and will be taken more seriously than a vanity email address like coolgrandpa12@aol.com.

Create a new email account for networking and job searching.

What is social media?

So, what is social media? Well, Social Media is a group of Internet based applications that allow the creation and exchange of user-generated content. Put another way Social Media facilitates the exchange of information, ideas, and brings people with common interest together, on-line through the use of the Internet.

Social media and networks:

Now that we have that out of the way, let’s talk about networking. Networking is one of the most effective methods of finding a job. Your network is comprised of your family, friends, business acquaintances, former employers, and former co-workers. It also extends well beyond just your immediate connections. Your connections also have extended networks as well. Knowing someone or knowing someone who knows
someone, can be an invaluable aid in your job search. When searching for a job, using your network extends your reach well beyond what you could do by yourself.

Employers also take advantage of networks to seek out qualified employees. The job match opportunity is created when you reach out to your network and employers reach out using theirs. Social media becomes a powerful tool for job matching when this happens. Using social media networks allows both job seekers and employers to reach out to hundreds of people all at once to create connections to either find a position or fill a position.

**The big three:**

There are many social media sites that are available and new ones are being created all of the time. But there are three that standout for their popularity and effectiveness in completing a job search. You may already be using one or more of these to connect with your family and friends. If you currently don’t have a social media account, don’t worry. Creating an account is easy and can be done in just a few simple steps. Most basic accounts are free and there is no charge to sign up.

**Facebook:**

The first one we will discuss is Facebook. Facebook is a social networking service launched in February 2004. As of September 2012, Facebook has over one billion active users, more than half of them using Facebook on a mobile device such as smartphones, iPhones and iPads.

Users must register before using the site after which they may create a personal profile, add other users as friends, and exchange messages. Facebook also features automatic notifications when a user or friend updates their profile. Additionally, users may join common-interest user groups organized by workplace, school or college, or other characteristics. And finally, Facebook allows for users to categorize their friends into lists such as “People from Work” or “Close Friends”.

**LinkedIn:**

LinkedIn is a social networking website for people in professional occupations. Launched in 2003, it is mainly used for professional networking. As of June 2012, LinkedIn reports more than 175 million registered users in more than 200 countries and territories. LinkedIn allows the user to enter previous work history and employment interests. It also allows users to endorse skill sets of those individuals they are familiar with. This allows an excellent opportunity for job seekers to network with employers and individuals in their network while updating and acknowledging their skill sets.
Twitter:

Twitter is an online social networking service that enables its users to send and read text-based messages of up to 140 characters. These messages are known as “tweets”. It was launched in 2006 and has rapidly gained worldwide popularity with over 500 million active users as of 2012, generating over 340 million tweets daily and handling over 1.6 billion search queries per day.

Since its launch, Twitter has become one of the ten most visited websites on the Internet, and has been described as “the short message service” of the Internet. Unregistered users can read tweets, while registered users can post tweets through the website interface.

In later modules we will show you where to find these three social media sites, how to create accounts and how to use them to your advantage in both extending your network and as a job search tool.

Module 2: Facebook

1. Creating a Facebook Account

Facebook is perhaps the best known and most widely accessed of the social media sites. This module will cover the basics of creating a Facebook account.

To locate the Facebook homepage on the internet, use your Internet search browser such as Bing or Google and type “Facebook” in the search bar or type www.facebook.com in the internet address box.

- Click on the link that says “Welcome to Facebook – Log-in, sign up or learn more”
- Next fill-in your information
  - Name
  - Email address
  - Create a password
  - Add your birth date (optional)
  - Select your gender
  - Click sign up
- Facebook will send an email to the email address you entered on the sign up page. Open the email and follow the instructions to confirm your account.
- Once in Facebook you will need to set up your account and privacy settings using the “home” link located at the top right of your Facebook page.
- Start building your social network by finding and connecting with friends
2. Tips for Using Facebook in Your Job Search

Networking:

Now let’s look at some tips for using Facebook in your network and job search activities.

Based on the broad use of Facebook, we can assume that most of your friends, family, colleagues and business associates will be on Facebook. Furthermore, we can assume that recruiters and prospective new employers (hiring managers, HR people) will be on Facebook. This gives you a unique opportunity to network yourself to whoever is hiring at the moment.

Remember, Facebook is an excellent resource for networking with family and friends and establishing a foundation for your network. Facebook is not a professional social media site but could be a vital tool in determining connections to local employers who you know are hiring.

You may not directly know someone who works for a company or organization that you are interested in working with, but someone you know may know someone who is already employed there and can give you the inside you need to secure employment.

For instance, let’s say you identify a company that is recruiting. Now find out who the hiring manager is. Then check for friends or friends of friends in common, in order to get referred to people working for the company or even the hiring manager directly. By using your network, you now have an opportunity to reach out to the hiring manager about possible employment opportunities.

Status Updates:

A more obvious way to use Facebook for a job hunt is to update your status with your current situation and what you are looking for. Friends, family, and old colleagues are all there to help you. You will be surprised at how much support and help you’ll get by extending your network. Remember to continually update your network by providing the latest on your job search activities. This will keep your search activities fresh on other’s minds.

Facebook marketplace:

Craigslist, Gumtree and other online marketplaces are simple tools that can be very useful for your job hunt. Have you tried Facebook marketplace? Have a look through your local marketplace for job listings, you will be able to see a description and also who posted the job. You can now either apply or contact the person behind the position for more information. Facebook’s marketplace may not be as comprehensive
as other marketplaces but that can benefit you as there is likely to be less competition for any roles posted there.

**Join and get active in groups:**

The groups on Facebook and LinkedIn are very similar and provide a place to discuss and post news about particular topics. You can add value to the group by joining in or starting a discussion. You can also post links and other resources to the wall. The objective here is to network with individuals with common interests and to get noticed by others in your industry. These efforts could lead to you being considered for upcoming job opportunities even before they are posted.

So, can you really get a job with Facebook? Although your activities on Facebook may not put you directly in touch with an employment opportunity, it will definitely broaden your network and allow you to educate others about your activities in job search. Remember, it is much easier to secure employment when several people are seeking employment for you. Add it to your social media job searching strategy along with LinkedIn, Twitter and any other platform you use. Another tool in your job hunting tool box can only benefit your efforts.

**Module 3: LinkedIn**

1. **Creating a LinkedIn Account**

LinkedIn was specifically designed as a professional network and as such provides the best features related to job search networking.

Let's discuss how to create a LinkedIn account.

- First, go to www.linkedin.com. If you want to learn more, click on the “What is LinkedIn?” option on the menu across the top of the page. If not, go ahead and sign up by entering your name, email and a password in the “Join LinkedIn Today” box on the right of the screen.
- Next, confirm your account through your email address. LinkedIn will send you an email. Once you’ve done this, sign in and get started.
- You will first want to edit your profile. LinkedIn has made editing and updating your profile quick and easy, so there’s absolutely no need for advanced technical know-how. Enter you sub-heading, area and industry underneath your name, and if desired, you can add a profile picture of yourself.
- Edit your qualifications. Add your current and past employment as well as your education. Be sure to include descriptions of your past jobs and degrees earned, this way people will be able to more clearly see your experiences and know what
to contact you for. Keep them short and informative.

- **Add a Summary.** This is a chance to write a more in-depth paragraph to give people an idea of where you stand now in your career, what your strengths are, where you want to go and what you have to offer.
- **Add Specialties.** This is directly below and acts as an extension of the Summary section. You can list specific skills and areas of expertise.
- **Add Connections.** You can have LinkedIn search through your email address book to find people you know. You can also search by a person’s name, job title or company.
- **Add Websites.** Link in your company’s website, your own personal site, your blog, and / or your Twitter account. This will allow visitors to your page to see different aspects of yourself. Be cautious of linking in your Facebook page or Twitter account and remember that potential employers will be able to view all items you either post on Facebook, or tweet on Twitter.
- **And finally, get Recommendations.** If you’re trying to find a job through LinkedIn, it is suggested that you have at least three professional recommendations. Ask your former bosses or colleagues. Return the favor and recommend others as well.

2. **Tips for Using LinkedIn in Your Job Search**

**Create a Profile:**
Create a detailed profile on LinkedIn, including employment (current and past), education, industry, and websites.

**Consider a Photo:**
You can add a photo (a headshot is recommended or upload a larger photo and edit it) to your LinkedIn profile. Note that it must be a small photo - no larger than 80x80 pixels.

Photos on your resume are strongly discouraged. But LinkedIn is a networking site, different from your resume and adding a business appropriate photo is recommended.

**Keywords and Skills:**
Include all your resume keywords and skills in your profile, so your profile will be found.

**Build Your Network:**
Connect with other members and build your network. The more connections you
have, the more opportunities you have. Connect to people you know and trust or have a business relationship. Remember, this is a tool that you will use to network and seek employment opportunities...so your professional network should only consist of those individuals who can help you accomplish this goal.

**Get Recommendations:**

Only ask for recommendations from people who truly know your work.

Recommendations from people you have worked with carry a lot of weight.

From your profile page, select “Edit Profile”. From the pull down menu select “Ask to be recommended”. Fill out the fields located in the “Ask for recommendations” tab.

Do not do this, unless you have already had an exchange with the recommendation writer. Even though we all communicate increasingly by email and text, this is an instance where you should pick up the phone and talk about your request. At the least, if you go the automatic email route, delete the generic text and write something personal.

**Search for Jobs:**

Use the job search section to find job listings.

From the menu at the top of your LinkedIn page select:

- Career
- Jobs
- Type in job title, keywords or company name
- You can then refine your search using the Job Search fields on the left side of the screen

**Stay Connected:**

Make sure you update your LinkedIn page regularly. Remember to check back and see if anyone has tried to contact you. If you have a smartphone, use the LinkedIn Mobile app that is available. It will allow you to view profiles, invite new connections, and access LinkedIn from your phone.

---

**Module 4: Twitter**

As I indicated earlier, Twitter is a way for you to stay connected with your network by typing short messages that allow those individuals who are following you to see what you are doing instantly. Twitter also allows you to follow other individuals and stay in contact with those individuals in your network through the use of “tweets”.

Social Media and Networking for Your Job Search
1. Creating a Twitter Account

- Access Twitter by logging onto www.twitter.com
- Create a username and password. Twitter will automatically check the availability of your username. Once you find one that is unique, enter your email address and continue.
- After you create your account, you can manually see if any of your e-mail contacts are on Twitter. Just enter your e-mail username and password, and twitter will automatically import anyone it recognizes.
- Invite friends. Any email Twitter didn't recognize, it will display on the next page. You will be able to check different email addresses to send invites.
- Search for friends. Chances are good that your friends have multiple email addresses, so it is a good idea to enter their name in the search bar and double check.
- Set up your phone. The big advantage of Twitter is that you can update your status via text messages from your phone. Go to the "Devices" tab on your profile page and then enter your cell phone number. A confirmation message will be sent to your phone, and then you'll be able to make your first update.

2. Tips for Using Twitter in Your Job Search

Many employers and recruiters have turned to Twitter to post positions and find new talent.

But using Twitter to find new work isn't a straightforward process. Because people publish so frequently, it's easy to miss a lead in the process. Also, Twitter's search tool, while serviceable, sometimes makes it hard to narrow your job inquiries down to something specific.

**Let's discuss how to complete a Job searching using Twitter:**

In general, you must sort through hashtags, a symbol (#) Twitter users assign to their tweets that sorts them into different categories.

For example:
#vacations
#sports
#politics
#news

There are literally thousands of categories.
Using Twitter Job Hashtags:

Twitter hashtags are indexed at hashtags.org, a gigantic and sometimes overwhelming list of categories that users have created to help others sort through the clutter on Twitter. Twitter tags most utilized by job seekers include #jobs, #job, #jobseeker, #career and #careers.

On Twitter, you can search for these hashtags by putting the symbol "#" in front of the phrase (for example: #jobs) when you type it into Twitter's search engine.

The search engine will return tweets that have been assigned the jobs hashtag in real-time. The weakness to searching a hashtag alone is that you will be forced to sort through hundreds or thousands of jobs that might not interest you.

To narrow your job search:

Visit Twitter's advanced search engine and type in the hashtag (#jobs) along with a keyword related to your expertise (for example, "custodian", or “security guard”).

The more specific you get with Twitter search, the less it returns. Recruiters and employers must deal with the 140 character limit; they may omit a keyword in their tweet. If you search too specifically, you could miss some good posts.

Module 5: Social Media Do's and Don'ts

Social media, including sites like LinkedIn, Twitter and Facebook, can help you find a job and connect with people who can assist you with your job search.

However, it works both ways. Social media when used the wrong way can backfire and jeopardize a job offer or even cost you a job once you get one. It’s important to be careful and consider what you shouldn’t do, as well as what you should do, when using social media to job search.

Remember to Create an Online Presence:

When you’re looking for a job, it's important to have an online presence where you can showcase your skills and experience. Your online profiles will also help you connect with contacts who can expedite your job search or assist you with finding a better job.

Do Be Consistent:

Always be consistent. Does the employment history on your resume match what's on
your LinkedIn profile? Does the information you have on your Facebook page (if it's public) match up with the information you have elsewhere online? It's fine if you rework your job descriptions, for example, because targeting your resume is a good thing when applying for job. What's not okay is if your job titles, companies, and dates are not consistent. That's a red flag for prospective employers.

**Social Media can cost you your job:**

Employers are checking out candidates on Facebook, Twitter, and other social media sites. If you post it, I guarantee someone will read it and that very well could be the wrong person i.e. a hiring manager. Posting company business (good or bad) and posting inappropriate information on Facebook is just a couple of examples of what can get you in trouble, or even cost you your job, especially when you do it from work.

**Do Google Your Name and Check What's Online:**

There's a ton of information that can tell employers a lot about you online including tweets, instant message, blogs, and the content and photos you post on social networking sites like MySpace, Facebook, and Twitter. It's quite easy for employers to find information you may have preferred to keep private. Much of it can be found by "googling" your name.

**Do Be Careful What You Tweet:**

Be really careful what you tweet. Hiring managers and bosses are using Twitter, too, and if you say it someone will probably read it. Tweets show up in Google search and you don't want to be excluded for a job or lose a job because you didn't think before you tweeted.

**Don't Forget Your Facebook Privacy Settings:**

Potential employers can, and often do check out job candidates on Facebook. If there are photos, comments or other material that may be questionable to a potential employer, your opportunity to work for them may end once they find you on Facebook. Be careful of what you post and allow others to post to your Facebook page.

**Do Network Before You Need To:**

Build your network well in advance of when you need it. Make connections in your industry and career field. Follow career experts. Talk to your contacts on Twitter or the other networking sites. Join Groups on LinkedIn and Facebook, post and join the discussion. Be engaged and proactive in your communications. By building a network
in advance, you won't have to scramble if you unexpectedly lose your job or decide it's time to move on.

**Do Give to Get:**

In a nutshell, give to get. Networking works both ways – the more you are willing to help someone else, the more likely they will be to help you. Take some time every day to reach out to your connections. Write a recommendation on LinkedIn; offer to introduce them to another connection, share an article or news with them. Giving to get really does work - your connections are more likely to return the favor when you've offered to help them.

**Don't Connect With Everyone:**

There is a school of thought that says you should connect with everyone when you’re using social media. Quality is more important than quantity when it comes to connecting. The first question you should ask yourself when making connections is how can the person help me? The second question is what can I do to help them? Before you ask someone to connect, consider what you have in common. That common denominator, regardless of what it is, is what’s going to help with your job search.

**In conclusion:**

There are a lot of articles available on-line to help you with the use of social media in your job search. Here are examples of some searches you can put into your browser search bar or Google for more information:

- Using Twitter to find a job
- Using Facebook to find a job
- Using LinkedIn to find a job
- Using social media for job search

The best way to learn how to use the different social media networking sites is to open an account and visit their learning centers, help pages and tutorials. Also begin to learn by using the account. Learn from other users by viewing their profiles and postings. The more you use the site, the more you will become familiar with the site’s capability and features or tools that are available for you when completing an online job search.

This concludes the Experience Works Social Media and Networking tutorial.

Good luck and happy job hunting!