**Introduction:**

This workbook is a companion guide to be used with the online Social Media and Networking course. To develop expertise using social media as a job search tool you will need the following:

- Computer with Internet Access
- An email account (e.g. Gmail, Yahoo, AOL, Hotmail or any other email service provider)
- An appropriate email address suitable for online job searching
- Familiarity using your browser (Netscape, Firefox, Google Chrome etc.) search bar to locate sites on the Internet.

**Note:** Different Internet browsers may display sites slightly different from the examples in the tutorial. Basic site navigation features, and functions however will all work the same.

**What is social media?**

So, what is social media? 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.

The big three most commonly used social media sites are:

Facebook: [Facebook logo]
LinkedIn: [LinkedIn logo]
Twitter: [Twitter logo]

Later in the tutorial 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.
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.

Tips for Using Facebook in Your Job Search

Networking:
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 knowledge you need to secure employment.
**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.

![Facebook status update example](image)

**Facebook Market Place:**
Have a look through your local marketplace for job listings, you will be able to see a description and also who posted the job.

![Facebook marketplace example](image)
Join and Get Active in Groups:
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.
Creating a LinkedIn Account

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.

LinkedIn is a professional networking site that requires detailed information to build an effective profile.
Edit your profile and qualifications:

Add a summary:

Add special skills:
Add connections:

Get recommendations:
Tips for Using LinkedIn in Your Job Search

1. Create a Profile

2. Consider a Photo

3. Include Keywords and Skills

4. Build your Network

5. Get Recommendations
6. Search for Jobs

7. And Stay Connected

Keep your profile updated

Check in to see if anyone is trying to contact you

If you have a smartphone use the LinkedIn mobile app
Creating a Twitter account


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.

Tips for Using Twitter in Your Job Search

Job Searching in Twitter:
You must sort through hashtags, a symbol (#) Twitter users assign to their tweets that sorts them into different categories. For example (#jobs, #careers, #job openings)

The more specific you get with a Twitter search, the less it returns. If you search too specifically you may miss some good posts.
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 are 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.