Social media networks are a valuable tool when it comes to job search. Not only are employers using social media to find potential candidates, many job seekers are using social media to research companies, network and find employment opportunities. When used effectively, social media can provide connections and information that will be vital in your job search.

What are the advantages of using social media for job seekers?
- Allows you to widen your network and possibly open up better opportunities.
- Potential Employers can locate you through different social media sites and many are using social media to find new hires.
- You can research companies through social media and see what projects, news, and opportunities are happening within the company.
- Traditional advertised job searching only represents 20% of jobs available.
- Its available 24/7.

What are the disadvantages of using social media for job seekers?
- Social media and sites like Facebook give out an impression of you. Posting funny pictures from a party or having a friend tag you in an inappropriate post can change an employers impression of you.
- While a number of employers use social media, not all do. Don’t use social media as your only means of job search. Continue your job search in the traditional way as well.
- Using social media for job search will require a lot of time. You must monitor your activity and watch for replies. This can be distracting. Develop a plan for monitoring your accounts.
- Incomplete profiles can give perspective employers the impression that you are careless. Make sure your profile is complete, accurate and contains no gaps.
- Everything gets noticed. A typo, or grammatical error, preferences or posts can be misinterpreted.

What are employers looking for when they search you on social media platforms?
- Review your work history and education.
- How well you communicate.
- Industry knowledge.
- Skills you have.
- Any “red flags” (ethical?) – Drugs, alcohol, use of profanity, etc.
- Clean background – NO HEADACHES!
How to Use Facebook in Your Job Search:

- **Networking** - We can assume that most of your colleagues, business partners, 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.
- **Status Updates** - The most obvious way to use Facebook for a job hunt is to update your status with your current situation and what you are looking for. Network with friends, family, old colleagues, long-time-no-speak acquaintances.
- **Reviewing Profiles** - Identify a company that is recruiting. Now find out who the hiring manager is. 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 direct. Contact this person with your best spiel and take it from there.
- **Join and become active in groups** - The groups on Facebook are a place to discuss and post news about a particular topic, industry or interest. You can add value to the group by joining in or starting discussions, posting links and other resources to the wall, moderating or managing sections of the group and so on. Once you have had a few conversations with people, send a friend invitation and they are likely to accept as you now know each other, albeit only online. The objective here is to network with and get noticed by others in your industry, this could lead to you being considered for upcoming job opportunities even before they are posted.
- **Classify your friends** – Go to your list of friends, when you hover over their name – you have the option to select how you know them. Create a new list called “Professional Network” or “Work”. This will take time but will be worth it. This way, you can target your work-related status updates.

How to Use Twitter in Your Job Search:

- Your username must be unique – choose one that supports your job search.
- Your username will be used in “retweets (RT)” so make it memorable! You have 15 characters in which to do this. Avoid the Underscore as it makes it likely for typos to happen.
- Use your twitter account like an “online Business Card”** by being specific in your headline about who you are, and what you do.
- Start following individuals, companies, organizations and associations. Build relationships by re-tweeting.
- Tweet articles, original thoughts, links to your other professional sites.

How to Use LinkedIn in Your Job Search:

- Update status regularly with relevant information
- Make sure you have a professional photo
- Complete all of the available fields (including projects, courses, publications)
- Update your jobs to have keywords in title and descriptions so you show up more frequently in searches
- Write a catchy headline and summary – this is your first impression! Make it an attention grabber!