

# Social Networking

*Make social media WORK FOR you!*

Social networking, using a variety of social media, encompasses many web-based tools that make it easier for people to interact, engage and collaborate with each other.

Social networking platforms such as **Facebook, LinkedIn, Twitter**, blogs, message boards, and countless others have become essential tools in a successful job search. In addition, nearly all employers are using social media sites to post jobs and internships and to investigate potential candidates online.

According to the National Association of Colleges and Employers, **53% of 2013 college graduates are using social media to help them get a job.**



## Effectiveness of platforms for the Class of 2013

- 69.6% - LinkedIn
- 19.6% - Blogs (in general)
- 18% - Facebook
- 17.6% - Twitter
- 12% - Mashable

~ National Association of Colleges and Employers

## Tips to Enhance Your Social Media Presence

- Upload a recent head shot for your profile picture
- Periodically review and update your privacy settings
- Display well-roundedness and creativity
- Carefully monitor posted pictures and control who can tag and see photos, albums, and videos
- When adding content, make sure you keep your future career goals in mind
- Frequently interact with your professional contacts via posts, groups, and online applications
- Ensure that your page content gives the best possible impression of you as you begin to cultivate your social media image

## According to the 2013 Social Recruiting Survey by Jobvite ...

- **94%** of U.S. hiring managers/recruiters **check out job applicants online** before making hiring decisions
- **78%** of hiring managers/recruiters reported successfully hiring candidates through social media networks, with LinkedIn (92%) being the most popular
- Profanity, spelling/grammar errors, and posts/tweets about drugs and sex make a bad impression
- Membership in professional organizations and volunteering were rated as the most positive items that a recruiter can discover in a candidate's social network profile



## Using LinkedIn for Networking & Job Search

LinkedIn is the largest, professional social networking website with over 277 million members in over 200 countries. For more information and to join, go to <http://help.linkedin.com>.

### When you join LinkedIn you can:

- Find contacts for informational interviews
- Research companies and connect with their employees
- Locate job and internship opportunities
- Build a professional network
- “Brand” yourself with a professional-looking photo and compelling profile headline that highlights a personal strength or skill
- Stay abreast of news and trends in a career or industry
- Join career-specific groups with others who share your interests

### Network Connections “By Degree”

**1<sup>st</sup> degree** – *Trusted friends and colleagues.* People who have accepted your invitation to connect, or they have accepted your invitation.

**2<sup>nd</sup> degree** – *Friends of friends.* People who are connected to your 1<sup>st</sup> degree connections.

**3<sup>rd</sup> degree** – People who are connected to your 2<sup>nd</sup> degree connections.

*A 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> degree icon will appear next to names in search results and on the profiles of connections.*

### To Search for People on LinkedIn:

1. Go to <http://www.linkedin.com/>
2. Click on the “Advanced” link for the Search People field in the top of your screen
3. Select “Located in or near:” for the Location field
4. Input a zip code for the Postal Code field and select the appropriate entry (such as 50 miles) for the Within field to ensure the location of the company is within this geographical range
5. Input the name of the company in the Company field and select “current” in the box below this field
6. Click the Search button
7. If the search generates several results, you can limit results by relationship by selecting the 1<sup>st</sup> degree connections, 2<sup>nd</sup> degree connections, and so on under the Relationship field (**see chart above**).
8. Next, view the profiles to locate current employees who have a common interest or connection (professional association, alumnus, etc.)
9. Contact these individuals to ask a question or set up an informational interview by sending a personal email. We suggest listing the name of the position or career field in the subject line. The body of the email might state:

*Hello Name,*

*I'm a current X association member and would like to set up a brief chat this week to find out more about your company. I know you are very busy, but any time you could spare would be most appreciated. Please let me know when you might be available to talk. My phone number is: 555-555-5555*

*Thank you,  
Joe Student*

### Twitter for Networking & Job Search [www.twitter.com](http://www.twitter.com)

**Twitter** is a social networking site where users exchange “tweets”, or posts, of 140 characters or less. There has been a significant increase in the number of employers using Twitter to post opportunities and recruit candidates.

- *Twitter is like a 24-hour networking event ... it is casual, immediate, and a great place to meet and network.*
- You'll find an array of people on Twitter, from CEOs and top-level executives, to hiring managers and employees in various positions, to individuals from all walks of life and interest areas.

