using social media in your job search

Hiresooner.com
careertalk.ou.edu/
linkedin.com
@careerqueenkg
facebook.com / oucareerservices

Your objective will determine how you set up your profile

what is your objective?

network-
generate awareness-
search opportunities-

where does the dialog happen?

research the companies-
where is their presence?- some are only on one social network---
With your skills and expertise where do you fit in that you could be noticed by potential employers?

Knowing where you belong will help you in building your network.

These networks are the main ones that we will cover at this point.

But there are more and more coming on-line everyday.

When setting up your profile, you need to be clued in to what employers will be looking for – play to your strengths.

There is no reason to put religion, political views, or any other item(s) that would get you discriminated against.

Stay away from opinion quotes, you want your profile to stay as neutral as possible.

The goal is to highlight your strengths, not your views about the world.

It is okay to give your profile a creative look as well, note the example in the slide.
You are going to want to separate your personal twitter account from your professional networking twitter account.

Review the two examples on the slide.

- Highlight activities involved with
- Great place to link to personal website, or portfolio of work

Again, showing your creativity will enhance your profile as well.

Companies will set up and use these networking sites to "push" info to the "public" – not to really interact with the "public"

So following them on these sites such as twitter is a great way to have instant access to this info

In doing searches on twitter utilizing “hash tags” is a great way to find out information that might be important, such as job openings in another city.

At the Career Services twitter account we post internships on Monday’s and full-time positions on Friday’s.

Companies will post events on these sites and they will be great opportunities for you to meet recruiters with companies that you might be interested

Also utilizing lists is a great way to organize your searches

- Career Services has it’s list broken down into different colleges and will contain all the listings the companies have posted on their account
- You can also set-up lists to follow those companies you are interested in as well
You can utilize the sites tool to help you complete your profile:
- sometimes required to have a 100% complete profile in order to apply for posted positions

Groups are a great way to network on LinkedIn:
- Career Services has many companies that are members of our groups so that they can get their “push notifications” out to a large audience
Companies will also use this site to post positions and you can specialize your search by types of positions, internships, location or keywords.

Group discussions are a great way to get noticed and to get help or info by just posting in the group discussion.

Privacy settings do not hide everything
- A Google search could still find thing you might not want out there
- Company may ask for your Facebook login
- You might want to de-activate your account until your job search is over

Link your other profiles such as LinkedIn, Twitter, personal website

Stay away from taboo subjects, politics and religion

Joining professional groups is a great way to network with individuals in the industries you are interested in.

remove EVERYTHING not job related-
join groups in your field area-
communicate with organizations-
include link to your resume-
Liking companies' Facebook pages will allow you to get feeds on the things they post on their pages.

The more people you are talking to the faster you will find what you are looking for.
We have all heard about the ways people have been fired from their social media profiles.

If you think employers aren’t looking, they are.

Just remember it is only one aspect of your job search just don’t rely on it solely.

If used correctly the internet is a great tool for getting hired, so make sure you are setting up and utilizing an online profile.

questions?