**Why use Social Media?**

Having a social media page can allow a person to connect with possible employers and seek out new opportunities. It is a great resource that can be used to link people together. Given that, it is also important to be careful what is posted on these pages as it is becoming more common for future employers to look at these sites as part of the interview process. In this brochure you will find the Do’s and Don’ts of Social Media and how to use LinkedIn in your future job search!

Special Thanks to,

http://jobsearch.about.com/od/networking/a/socialmedia.htm

&

http://jobsearch.about.com/od/onlinecareerNetworking/tp/socialmediajobsearch.htm

Don’t forget, if you need help with your resume, cover letter, or social media contact Career Development to help you get started!

Linfield College
Career Development
Walker 124
career@linfield.edu
(503) 883-2733
www.linfield.edu/career
Do's and Don'ts of Social Media

**Do's**

**Do 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?

**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.

**Do be careful of what you tweet.**
- Be really careful what you tweet. You don't know who might read it. Search Twitter for "I hate my job" for an example of what I mean.

**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.

**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.

**Don'ts**

**Don't get fired.**
- 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.

**Don't forget your Facebook privacy settings.**
- Future employers will look at your Facebook when looking to hire; you don't want them to see a swimsuit picture from your last vacation!

**Don't connect with everyone.**
- There is a school of thought that says you should connect with everyone when you're using social media. I don't agree. Quality is more important than quantity when it comes to connecting.

**Don't spend time online on your boss's dime.**
- The temptation, of course, when you're job searching is to spend time looking at job postings, perhaps uploading your resume to apply, talking to contacts, or posting about the trials and tribulations of your job search on Facebook page. If you were to do that, you certainly wouldn't be the first person to do so. Many people job search from work, but given the way companies monitor employees it's not wise to use your work computer or email account for job searching.

---

**How to use LinkedIn**

If you're not already on LinkedIn, you definitely need to be. Basically, it's a site that allows you to connect to people you know. It also allows you to see profiles of anyone else on LinkedIn, and gives you ways to connect to them. There are a few ways you can use LinkedIn in a job search:

- **Company Search** - One of the best ways to use LinkedIn is if you have a very specific company you are interested in. You search on that company, and hopefully find people who are connected to other people you know. Then, you can ask your personal contact to connect you. That allows employers to post jobs on the site. The jobs are usually high quality, professional jobs.

- **Email** - When I was first laid off, I sent a large email to everyone in my LinkedIn network, letting them know of my situation, and asking for any help or people they could put me in touch with them.

- **Blog Link** - LinkedIn now gives you the ability to link your blog post to your profile. So, anyone who is not on Twitter, can see what you are tweeting about.

- **Status Updates** - Similar to Facebook, LinkedIn also has status updates. It's a good idea to update your status, to better inform your connections what you've been up to.

- **Headline** - LinkedIn gives you a place to add a professional headline. I didn't realize that was really seen by anyone, so I had mine as "Consultant". Make it more exciting and enticing. Mine now reads

"Innovative marketer with a drive for..."