



## 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:

JobSearch.About.com

Don't forget, if you need assistance, contact Career Development to help you get started!

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## Social Media



*Your **connections** are a click away...*

 **Cats to Careers:**  
Pursue **YOUR** Path!



## Steps to Take While Studying Abroad to Enhance Your Career

### Dos

#### **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 messages, blogs, and the content and photos you post on social networking sites like Facebook, Instagram, and Twitter.

#### **Do be careful 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 examples of Tweets gone wrong.

#### **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, someone will read it and that could very well be the wrong person.

#### **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. However, quality is more important than quantities 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. 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.

## Using LinkedIn

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

1. **Company Search** – One of the best ways to use LinkedIn is to enter a specific company you are interested in. By doing this, you will find people who are mutual connections within that company. You can ask your personal contacts to connect you, allowing employers to get in touch with you about high quality, professional jobs.
2. **Blog Link** – LinkedIn now gives you the ability to link your blog post to your profile. Anyone looking at your profile will see what you're posting about.
3. **Twitter Link** – Similar to Blog Link, LinkedIn also pulls your conversations from Twitter. Anyone who is not on Twitter can see what you're tweeting about.
4. **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.
5. **Headline** – LinkedIn gives you a place to add a professional headline. Make your headline exciting and enticing!

