

# Social Media Guide



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**Vic Massaglia** – [www.linkedin.com/in/massaglia](http://www.linkedin.com/in/massaglia)

**Darren Kaltved** – [www.linkedin.com/in/darrenkaltved](http://www.linkedin.com/in/darrenkaltved)

**SPH Career Services on Pinterest** – [www.pinterest.com/sphcsboard](http://www.pinterest.com/sphcsboard)

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LinkedIn is the world's largest "professional" network on the Internet. Developed in 2002 by Reid Hoffman (in his living room) and officially launched in 2003, LinkedIn provides students and alumni the opportunity to exchange knowledge, ideas, and opportunities with a broader network of professionals. LinkedIn includes over 220 million members, including over 40 million students and recent college graduates, over 2 million company profiles, and executives from all Fortune 500 companies. Their mission is simple: connect the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do.

What do Microsoft, Genentech, Google, Securian, Target, and Ernst & Young have in common? All these companies (and many more) have used LinkedIn to connect with and recruit candidates for employment. Kay Luo, Director of Corporate Communications at LinkedIn, explains why, "The main reason that companies are using LinkedIn is to find passive job candidates. Another reason why companies are using LinkedIn, is because referrals from their employees are highly valued because they typically have a higher success/retention rate (hence the popular "employee referral bonuses"). With 85% of employers using LinkedIn and Google to research new hires (CareerBuilder, 2011), the Career Services Office at the School of Public Health encourages all students and alumni to create a LinkedIn profile and learn how to use this tool for both your job search and career development.

Your professional network of trusted contacts gives you an advantage in your career, and is one of your most valuable assets. LinkedIn exists to help you make better use of your professional network and help the people you trust in return. This presentation will cover why and how to use LinkedIn to network and search for internships and jobs. Remember -- it is more about who you know or need to get to know than what you know!

There are many benefits to using LinkedIn that include the opportunity to create a professional Profile, connect with professionals across the globe, join professional groups for free, learn about and connect with companies (especially those on the inside of the company), and to maximize your marketability through your experience, skills and skill endorsements, recommendations, and much more.

One of the commonly asked questions is how to connect to professionals (new connections) on LinkedIn. Here are a few guidelines to help you out.

- For starters, you can ask anyone to join your professional network by sending them an invitation to connect. If they accept your invitation, they become a 1st-degree connection. We recommend that you only send invitations to people you know well and trust because 1st-degree connections are given access to the primary email address on your account. You can invite people to connect from the following areas:
  - A member's profile - Click the Connect button on their profile page.
  - Search results - Click Connect to the right of the person's information.
  - People You May Know - Click Connect next to the person's name to send an invitation. If you wish to add a note to the invitation before sending it, please click the pencil icon next to Connect. You can then type your note and click Send Invitation.
- When you are ready to send a connection request, make sure you take the time to personalize your message (DO NOT use the template response). Introduce yourself and the reason for your connection request. Reviewing their profile first can help you determine bridges between you and them.

## HOW TO BUILD A PROFESSIONAL STUDENT LINKEDIN PROFILE

Think of your LinkedIn profile as an interactive business card. It's a summary of your professional experience, interests, and capabilities that is designed to attract the attention of important people who are searching for you online — recruiters, networking contacts, and grad school admissions officers. A strong profile is a key differentiator in the job market. So let's get started...

### 1. **Craft an informative profile headline**

Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as “Student, National University” or “Recent honors grad seeking marketing position.” Check out the profiles of students and recent alums you admire for ideas and inspiration.

### 2. **Display an appropriate photo**

Remember that LinkedIn is not Facebook or MySpace. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone. Party photos, cartoon avatars, and cute pics of your puppy don't fit in the professional environment of LinkedIn.

### 3. **Show off your education**

Be sure to include information about all institutions you've attended. Include your major and minor if you have one, as well as highlights of your activities. It's also appropriate to include study abroad programs and summer institutes. Don't be shy — your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you've won.

### 4. **Develop a professional summary statement**

Your summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Remember to include relevant internships, volunteer work, and extra-curriculars. Present your summary statement in short blocks of text for easy reading.

### 5. **Fill your “Skills & Expertise” section with keywords**

“Skills & Expertise” is the section to include searchable key words that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the LinkedIn profiles of people who currently hold the kinds of positions you want. You can also have your networking connections “endorse” your Skills & Expertise”.

### 6. **Update your status weekly**

A great way to stay on other people's radar screens and enhance your professional image is to update your status at least once a week. Tell people about events you're attending, major projects you've completed, professional books you're reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call. Doing this once or twice a week will suffice.

### 7. **Show your connectedness with LinkedIn Groups**

Joining Groups and displaying the groups on your profile are the perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university's LinkedIn group as well as the larger industry groups related to the career they want to pursue.

### 8. **Collect diverse recommendations**

Nothing builds credibility like third-party endorsements. The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators, colleagues, supervisors, employers, and co-workers, professional mentors.

### 9. **Claim your unique LinkedIn URL**

To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to “public” and claim a unique URL for your profile (for example: [www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)). Click on “Edit Profile”, then on the word “Edit” next to your current URL. Click on the customize link on the right.

### 10. **Share your work**

A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying URLs or adding files to your experience or education. By including URLs, you can direct people to your website, blog, or Twitter feed. Through adding files, you can share a PowerPoint or showcase writing samples.

Source: *LinkedIn.com*

## TIPS FOR YOUR PROFILE...HOW TO ATTRACT HIRING MANAGERS

When a hiring manager views your LinkedIn profile, you have about 30 seconds to convince him or her that you're what their company needs. Follow these nine tips to boost your profile's appeal and ensure it isn't one a hiring manager will pass over:

1. Build instant credibility with a professional-looking profile photo.
2. Make sure your profile headline clearly communicates what you're all about (and not just your job title).
3. Provide even more detail about who you are with a professional summary that can be read aloud within 30 seconds.
4. Get your profile to show up on free searches by completing it.
5. Update your status at least once per week to seem more passionate.
6. Share the industry-related books you're reading with the Reading List by Amazon application.
7. Join and participate in at least three industry-relevant groups.
8. Get to 150 connections in order to increase your chances of having first-degree connections in places you want to work.
9. Get ten or more recommendations to ensure you look like a top recommendation.

### Other helpful tips:

- Highlight your skills and competencies in your "Specialties" section. Include topic areas you have knowledge and/or experience in. Use the SKILLS AND EXPERTISE section of your Profile for additional skills and areas of expertise to add to your profile.
- Usability – don't be passive when using LinkedIn. Reach out to your connections, build and expand your network, and maintain a presence on LinkedIn on a regular basis. [The caveat is: don't be a pest – while people appreciate occasional articles that pertain to their work, they don't like being inundated with messages.]
- Create a blog site where you can promote your blog on your profile and share your perspectives and knowledge on topics to your network.
- Lastly, don't forget to edit your "public profile" link. Add this edited link to your resume.

## HOW LINKEDIN COMPANY PAGES CAN HELP YOUR JOB SEARCH

According to a recent [LinkedIn poll](#), the single biggest job interview mistake people make is not knowing enough about the company to which they're applying. With all of the research tools available on the Internet and elsewhere, it is now easier than ever to avoid this mistake. You should always visit a potential employer's own website first. Then, for additional information and up-to-the-minute insight, proceed directly to LinkedIn Company Pages.

A LinkedIn Company Page is a centralized location to learn about a company's operations, current news, products and services, employees, job opportunities and more. There are over two million company pages on LinkedIn, spanning a vast number of industries, company sizes and geographic locations.

Where does all of the information on a Company Page come from? The organization itself provides a portion — the company overview, Careers page and Products and Services descriptions. The rest of a Page's information, including the company statistics and employee information, are based on LinkedIn's own network data. This means that on a Company Page you're getting more information about the backgrounds and career paths of the people who work for that organization. As a potential job seeker, this information provides a guide on what it takes to get hired and succeed at that particular company. For instance, you can learn what universities a company's employees attended (including who graduated from your own alma mater), what types of employees are receiving promotions and what LinkedIn groups those employees belong to. As you'll see below, all of this information can help you better craft your LinkedIn profile to attract the attention of recruiters for that company and it can help you find potential referrals into that organization. To make the most of Company Pages as a job seeker, begin your research on the Search Companies page and follow these easy steps:

### 1. Find companies that are hiring right now.

First, search for every company on your prospect list. Begin "following" these companies to stay up-to-date on job opportunities, company news and industry trends. All company status updates will appear on your LinkedIn homepage, so you'll never miss a new opportunity.

You can find additional prospects by using the search facets on the left side of the Search Companies page. You can search for companies based on location, industry, size, whether they are currently hiring (over 22,300 are hiring on LinkedIn right now!) and how you are connected to that organization. I love this last search option most of all. You can filter a set of results to include only those companies that are hiring AND those where you have 1st or 2nd degree connections. It's always easier to get a job at an organization where you have support from an existing employee or where a friend can make a personal referral.

### 2. Make the most of informational interviews.

How do you turn those 1st and 2nd degree connections into opportunities? The best approach is to reach out to request informational interviews from people who work for the companies where you'd like a job. (You can do this directly with your 1st degree connections or through an introduction request for 2nd degree connections.) Write a brief note that says something like this: "I'm very interested in a potential opportunity at XYZ Company and saw that you currently work there. Would you be willing to chat with me for 15 minutes or so and share your experience at the organization? I would be so grateful for your time."

Most people, particularly if they know you personally or are introduced to you through a trusted contact, will be happy to answer a few questions or share some advice. The trick is to impress them when you're on that informational call. So, before you speak to anyone for an informational interview, spend at least 30 minutes on that organization's Company Page to learn about its products, services and current news. The Overview tab of the Page will provide a summary of the company, its recent status updates (the news that company wants its LinkedIn followers to know) and available job opportunities. (The Overview also provides additional insight into how you are connected to employees at the company through your LinkedIn network and university alumni network, which is great for finding even more people to ask for informational interviews.)

Many companies also have “Careers” tabs on their LinkedIn page, where they share more information about working for their organization, such as videos, employee testimonials, awards and recognitions. Review this information thoroughly so you can ask very specific questions during your informational interviews. For instance, “I read about your company’s new environmental initiative — can you tell me more about how that is working?” is a much more impressive question than, “So, what does your company do?” The more you impress your connection, the more likely he or she is to recommend you for an open job.

### **3. Learn what it takes to succeed.**

In addition to helping you prepare for informational interviews (and real job interviews later on), Company Pages can also help you improve your LinkedIn profile so that a recruiter is more likely to notice it. Click on the “Check out insightful statistics” link on a Company Page to find helpful intelligence about what an organization looks for in its employees. For example, you can learn what job functions and educational degrees are most common, and you can view the 10 most common skills listed by employees at that company (which are great keywords to include in your own profile, as long as they’re accurate).

And, you can view the LinkedIn profiles of people at that company with new titles — which includes people who’ve just been hired or just been promoted. This means you can study the profiles of the exact people who succeed at that organization. Take note of how they describe themselves in their profile headlines and summary statements, what experience they list, what groups they belong to and what their recommendations say about them. These are all tips for what to include on your own profile to attract the attention of recruiters from that organization.

### **4. Make a good impression.**

Don’t be shy about reaching out to a company based on what you’ve learned from its Company Page, even if you don’t have any 1st or 2nd degree connections. You can comment on a company’s status update in a way that shows you are interested in their news and educated about industry developments. For instance, you can respond to an update about a company’s new product by mentioning that you recently read a positive review of it.

Or, if you see on a Company Page that a person has recently been promoted who is in your alumni network or shares a LinkedIn Group with you, reach out and say congratulations. You can use the opportunity to politely mention that you are interested in working for that organization as well.

### **5. Expand your job search.**

Finally, there’s one more area of a Company Page you shouldn’t miss. On the “Check out insightful statistics” page, you’ll find a listing of where that company’s employees worked before joining that company and where employees worked after leaving that company. These are great organizations to check out as potential employers as well. Remember that you need to cast a wide net in your job search and research as many prospects as possible.

*Author: Lindsey Pollak (April 5, 2012)*

## HOW TO NETWORK PROFESSIONALLY ONLINE

You've heard it a million times (so it wouldn't hurt to hear it again): "Success is not just about what you know; it's about who you know." With LinkedIn, the world's largest professional online network, the "who" is at your fingertips. Follow these easy steps to get connected now—and to turn those connections into opportunities.

- 1. 100% complete = 100% more likely to get noticed**  
You can't build connections if people don't know you exist or see what you have to offer. Your LinkedIn profile is your online business card, your resume, and your letters of rec all in one. Don't be shy: users with complete profiles are 40 times more likely to receive opportunities through LinkedIn.
- 2. You're more experienced than you think**  
Complete profiles are so important because the more information you provide, the more people will find reasons to connect with you. Think really broadly about all the experience you have, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone's eye.
- 3. Use your inbox**  
Contrary to popular belief, networking doesn't mean reaching out to strangers. The best networks begin with those you know and trust, and then grow based on personal referrals. Start building your LinkedIn network by uploading your online address book and connecting to friends, relatives, internship colleagues, and professionals you know in the "real world."
- 4. Get personal**  
As you build your connections on LinkedIn, always customize your connection requests with a friendly note and, if necessary, a reminder of where you met or what organization you have in common. If you're being referred by a mutual friend, write a brief intro of who you are and why you'd like to connect. You'll impress people with your personal touch.
- 5. Join the "in" crowd**  
Another way to form new online relationships is to join LinkedIn Groups. Start with your university group—alums love to connect with students—and then find volunteer organizations or professional associations you already belong to. As a member, you can comment on discussions, find exclusive job listings, and meet people who share common interests.
- 6. Lend a (virtual) hand**  
As you build connections and group memberships, think about what you can do to support other people. Comment on a classmate's status update, forward a job listing that fits the criteria of a friend, or write a recommendation for a summer job colleague. You'll find that your generosity is always rewarded (and, of course, it feels really good to help someone!).
- 7. Update your status early and often**  
Networking is not just about who you know; it's about who knows you. Stay on other people's radar screens by updating your LinkedIn status at least once a week—you can do this directly on LinkedIn or by linking your Twitter account and marking tweets with #in. Mention events you're attending, projects you've completed, and other professional news.
- 8. Question (and answer) everything**  
LinkedIn's Answers feature is a great place to seek advice from a wide variety of people all around the world. You can also show the world what you have to offer by answering people's questions about a topic where you have some expertise. The more active you are in Answers, the more people will view your profile and want to connect with you.
- 9. Do your homework**  
Before an informational interview, a job interview, or a networking get-together, use LinkedIn to learn about the background and interests of the people you're scheduled to meet. Access Company Pages to research organizations and their employees, and use Advanced Search to find things you have in common with people you're meeting.
- 10. Now step away from the computer...**  
There's a perception that young people are only comfortable communicating online, so be sure to support your online networking with real human contact. Set up phone calls, attend live events, and send snail mail notes to people you interact with on LinkedIn. Remember that online methods should supplement, not replace, in-person relationship-building.

## HOW TO CONDUCT EMPLOYER RESEARCH ON LINKEDIN

One of recruiters' biggest complaints about entry-level job candidates is their lack of knowledge about an employer's organization. Before attending a career fair, networking meeting, or job interview, you must do your homework. Here are some tips on how to use LinkedIn to research effectively and gain an advantage over your less-prepared peers.

### 1. **Be open to new opportunities**

While you may have some idea of the company you want to work for, there are lots of opportunities at organizations you've never even heard of. Keep an open mind as you conduct your research and remember that the wider you expand your search, the more likely you are to find a great job.

### 2. **Just start searching**

LinkedIn's Advanced Search is a powerful tool for job seekers like you. Simply type in any keyword -- "marketing," "accounting," "theater," "baseball," "Seattle," "India," anything -- and you'll see the LinkedIn profiles of people whose careers include that keyword. This is a great way to explore potential career paths and to learn about companies or job titles that might be a perfect fit for you. Save your searches to keep a record of careers and people that interest you.

### 3. **Put yourself in good Company (Pages)**

As you find employers you might want to work for, check out their LinkedIn Company Pages. Each page provides a wealth of information about an organization's operations, employees, locations, available jobs, and more. Plus, when you visit any of the 2 million Company Pages on LinkedIn, you'll see how you are personally connected to people at that organization. Then you can reach out for advice or to request informational interviews and referrals to open positions. Not connected to anyone at your target company? Join a university alumni, industry, or interest group.

### 4. **Know before you go**

It's the night before a big career fair, informational interview, or job interview and you're feeling really nervous. Calm those jitters by using LinkedIn to research the person or people you'll be meeting. You can discover facts about someone's education, interest, work experience, group memberships, and connections you might have in common.

This will make you feel more prepared and confident and provide you with some good conversation starters.

### 5. **Follow the buzz**

Want to keep up to the nanosecond with a particular company's news and image? Add the LinkedIn Company Buzz application and you'll be able to view a constant feed of everything people are saying about that organization on Twitter. This is an absolute must the night before a big job interview!



Check out [www.studentjobs.linkedin.com](http://www.studentjobs.linkedin.com)



## TWITTER

When it comes to job searching, social media plays a vital role in helping you network and discover unique career opportunities. One type of social media that many job seekers find effective is Twitter. Twitter, symbolized by a little bluebird, is not always portrayed by media in the best light (even though it's truthful and actual); someone is tweeting something they probably shouldn't have said and then they have to re-tweet an apology. Personally, I spent a year or two refusing to buy into this type of social media as I felt I didn't need to inform my "followers" what type of laundry detergent I was purchasing at my local Target store nor did I want to end up saying something I shouldn't have. However, it wasn't until recently when I caught a showing of an old Disney film called *Song of the South* and the lyrics to *Zip-A-Dee-Do-Do-Dah* that I discovered the potential Twitter could have. For those not familiar with the song, part of the lyrics include "...Oh, Mr. Bluebird on my shoulder. (What's up Mr. Bluebird?) It's the truth, it's actual. And everything is satisfactual."

Like many of types of social media (e.g. Facebook, Tumblr, YouTube, etc.), the truth and actuality is there are always two paths one can choose to take when deciding how they want to use it. Twitter is no exception; you could choose to use it casually or for personal purposes, or you could choose to use it a professional manner – which ever gives you satisfaction. After having talked with a few users who strictly use it for professional purposes, I decided to jump onto Twitter and give it a shot. For the past two years, the risk and choice of joining Twitter has paid off dividends. It has lead me to follow professionals in my field, receive relevant news feeds, learn about career opportunities and be a source of communication regarding blog posts I have written. How about you? Do you want to take the leap and join Twitter? Here are a few characteristics and resources about Twitter that just may convince you.

### WHAT IS TWITTER?

For those not familiar with Twitter, Twitter is a real-time information network that connects you with the latest information that YOU find the most interesting. Twitter allows users to simply find the public streams that they find the most compelling and follow the conversations (learn more at <http://twitter.com/about>). And for those who like numbers, there currently exists over 150 million accounts on Twitter (over 300,000 new users every day) and over 3 Billion tweets per day.

### WHY PARTICIPATE?

Like LinkedIn, Twitter allows you to make and maintain quality connections with professionals, as well as follow industry leaders. It is also a good learning tool for your field of interest (e.g. what are the experts saying? what are the current trends in the field? what relevant news feeds are coming out regarding my field of interest?, etc.). In addition, Twitter allows you to share knowledge and interact with others, will also gaining advice. By simply sharing your knowledge with others, you are demonstrating your level of expertise while also maintaining and marketing your personal brand. Last, but certainly not least, did you know that according to the Wall Street Journal, 90% of jobs are filled through employee referrals or networking connections and that 85% of hiring managers use social networking sites like Twitter and LinkedIn to look for potential candidates. Twitter is an excellent resource to learn about occupations, employers, recruiters and job opportunities. There are thousands of recruiters and employers who continuously tweet job announcements daily, while also providing resources and tips on how to find opportunities related to your field. For more information on job tweets or who to follow, please visit: <http://tweetmyjob.com>, <http://www.twitjobsearch.com>, <http://blog.tavorro.com/>, <http://mashable.com/2009/03/13/twitter-jobs/>, or go to <http://search.twitter.com> and follow these trends (#jobsearch, #resume, #jobs, #jobtips, #jobhunting, #employment, #career, #findajob, or #hiring).

## WHAT RECRUITERS LOOK FOR ONLINE?

When it comes to Twitter, recruiters are reviewing or following potential candidates to see if the individual does one or more of the following:

- Tweets often (between 2-10 times per day is considered reasonable)
- Has developed a “healthy” list of followers balanced with a healthy set of individuals you are following
- Keeps a healthy balance between personal and professional tweets
- Doesn’t just update, but also responds to others tweets

## ADDITIONAL TIPS:

When on Twitter, make sure your presence is “employer-friendly.” Put your job search interest in your Twitter bio, use a professional looking avatar, and don’t hesitate to tweet about your job search. Moreover, we recommend including a link to your online Resume, CV or LinkedIn profile in your bio and remember to make sure to establish yourself as an expert in your field. It should be noted that you shouldn’t try to misrepresent yourself (e.g. if you are not CEO, don’t play one on Twitter). As professionals on Twitter become interested in your content and follow you, when employers review your Twitter account, you’ll have more than just your resume or CV to back up your knowledge, experience and expertise.

## TWITTER RESOURCES:

The Twitter Guide:

[http://webtrends.about.com/od/twitter/u/twitter\\_guide.htm](http://webtrends.about.com/od/twitter/u/twitter_guide.htm)

TweetMyJobs:

<http://www.tweetmyjobs.com>

Twitter Vocabulary for Newbie's:

<http://twictionary.pbworks.com/w/page/22547584/FrontPage>

TwitJobSearch:

<http://www.twitjobsearch.com>

Twitter Search:

<http://search.twitter.com/>

Job Sites and Career Experts on Twitter:

[http://alisondoyle.typepad.com/alison\\_doyle/2009/03/top-job-sites-and-career-experts-on-twitter.html](http://alisondoyle.typepad.com/alison_doyle/2009/03/top-job-sites-and-career-experts-on-twitter.html)

50 Twitter Users to Follow for Your Job Search:

<http://www.onedayonejob.com/blog/50-twitter-users-to-follow-for-your-job-search/>

The Beginners Guide to Finding a Job on Twitter:

<http://jobmob.co.il/blog/beginners-guide-find-a-job-with-twitter/>

How To: Find a Job on Twitter:

<http://mashable.com/2009/03/13/twitter-jobs/>

## BLOGS

Some may think that the word “BLOG” stands for “Better Listing on Google”. While this is technically true, it is a contraction of “web log”. A blog is a Web site on which an individual or group of users record opinions, information, etc. on a regular basis. What’s cool about blogs is that they are in your voice and focused on current content.

20 years ago, blogs didn’t exist. Today, there are several million of them. Experts’ advice that having a blog is the single most important thing a business, cause, or person can do to advance themselves online. Even though ‘blogging’ has hit it big, most people don’t get what makes blogging so powerful, helpful, and beneficial. According to Debbie Well, author of *The Corporate Blogging Book: Absolutely Everything You Need to Know to Get It Right*, “Blogs will become the new must-have executive accessory, just as email is today. They amplify any senior executive’s communications from one-to-one to one-to-many. It’s a no-brainer if you think about it.” Below are some of the many benefits to “blogging”:

- **It can help you land a job!** According to MediaBistro, nine in ten companies mine online profiles before making a new hire. Employers want to hire people who have a strong online influence. Basically, it demonstrates to the employer you are Web 2.0 ready.
- **It can showcase your written communication skills!** The only way to become better at written communication is to write – pages and pages, day after day. However, when it comes to blogging writing one to two blogs a month is minimally suggested. The more you blog, the more you write – and the better your written communication skills.
- **Establish yourself as an expert in the field!** Not only will blogging allow you the opportunity to gain influence, but it will provide you a platform to share your passion on the field or topic of interest resulting in being considered for careers, awards, or project/consulting opportunities. When somebody visits your blog site and reads the insights you’ve shared on a given topic, your knowledge will be showcased and it will be clear that you’re genuinely an expert in the field. A successful blogger gains a wide audience of people who trust and respect them; they become followers, and followers become referrals.
- **It will build your network!** Starting a blog is a guaranteed way to expand your network. Valuable and insightful blog posts attract readers who will then comment on your site and send you personal messages through your contact page. Many of your readers will be asking for help, but others will be looking to help you. In addition, a blog is also a good platform for reaching out to others. By responding to other’s blog posts (positively and respectfully) helps establish an online relationship – one that will draw them and possibly their audience to your site.

### RESOURCES

- **WordPress:** WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is a free and open source blogging tool. ([www.wordpress.org](http://www.wordpress.org))
- **Typepad:** Similar to WordPress, Typepad is another web software tool you can use to create a blog platform. ([www.typepad.com](http://www.typepad.com))
- **Tumblr:** Tumblr lets you effortlessly share anything. Post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email or wherever you happen to be. You can customize everything, from colors to your theme's HTML. ([www.tumblr.com](http://www.tumblr.com))

## FACEBOOK



At one time or another on Facebook, you posted pictures of you and your friends at parties, gave updates on what you did during your vacation every five minutes and told your Facebook friends how many loads of laundry you did. Not anymore! Facebook has become as crucial to hiring managers as job interviews. While LinkedIn is still the overwhelming favorite of HR managers and recruiters, Facebook is increasing in importance as an effective recruiting tool. Researchers have indicated that an estimated 20% of recruiters and HR managers are regularly using Facebook to source both passive and active job candidates – and it's increasing. If you're limiting your Facebook activity to friends and family, you might want to consider expanding activity to include professional connections – and possibly uncovering job opportunities. With over a billion users, Facebook is just too valuable a resource to overlook in a job search. For starters, here are a few ways to maximize your job search success and personal brand on Facebook:

- **Target your targets.** Follow your target companies to uncover job openings and stay current on new company products, services, initiatives and acquisitions. In addition, follow leaders of career-related organizations (such as Mayo, or APHA) to have real-time access to employment trends and information.
- **Connect.** Use the Facebook search feature to connect with people in your field or to join groups with a common interest.
- **Keep it professional.** Avoid slamming your previous employer, boss, ex – or anyone for that matter. A snarky comment is just a few “likes” from potential employers. Also, keep your profile clean. It's time to go back to all those funny groups you joined in college, or pages that might not fit your current brand, and leave or “unlike” them. Remember – your social networks are a fast and easy way to build your brand, nothing more. If you think Breaking Bad or One Direction are a key part of your brand, then leave them on there.
- **Protect your privacy.** Adjust your privacy settings so you control what you're sharing. Limit your political or controversial viewpoints to your close friends or family. Make sure you turn timeline review on in your Facebook privacy settings so that your friends cannot tag you in a post or photo without your approval. This prevents your (sometimes) unprofessional-minded friends from posting photos on your wall/timeline that are not brand builders, and gives you another opportunity to control exactly what hiring managers see about you.
- **Upload a Professional Photo.** The first and most important step for your brand consistency in your job search is using your professional photo in your social network. We advise to get your professional head shot now and use it on all your profiles; it makes you look professional and assures recruiters they've found the right person.
- **Be Thorough in Your 'About' Copy.** Facebook Graph Search has revolutionized the job search on Facebook. Recruiters can now search for job seekers outside of the immediate network based on pages, music, books, etc., that you like and the keywords in your profile. This means you need to be thorough in your about section by filling in as much education and work experience as you can, being sure to load descriptions with keywords.
- **Like Away.** Now that you've cleaned up your profile and are in charge of what others can see, like companies and public figures related to your industry. Employers will see how passionate and involved you are in your industry, and will optimize your profile and rank you higher in Graph Search.
- **Promote Yourself.** Think of Facebook first and foremost as a channel to promote your personal brand. Only post content that builds that brand. Use pictures in your posts to get more views. Comment appropriately on your Facebook friends' content. And remember: when in doubt if content will build your brand, don't post it!

# PINTEREST

By: *Tori Randolph Terhune (June, 2013)*

If you're anything like me you can spend hours browsing Pins and Boards filled with hair ideas, work outfits, home décor or yummy recipes. And as fun as that is, I've found time can be much better spent proactively pursuing your job search on Pinterest. This social networking site can, and should, be used in the job hunt for your dream career, as it will be found by recruiters looking into your social resume. And while Pinterest is still heavily women (70%), men are joining the Pin party, too! Below are the top six tips I've found to help you build your personal brand and create a stellar, eye-catching social resume on Pinterest.

## **1. Upload a Professional Photo**

As with all other social networks, make sure you have a professional profile photo. This generates interest in you and your personal brand.

## **2. Have a Descriptive Bio**

Load your bio with keywords for search engine optimization; i.e. you'll rank high in Google results. You can use the | symbol to organize your information as mentioned in the Twitter and LinkedIn job search blog posts. For instance, your bio might read: Journalist| Writing Tutor |SF Giants Fan.

## **3. Create Boards**

First, write a specific title. For example, "[Your Name] Blog Posts" or "[Your Name] Advertising Portfolio" or "Professional Work Fashion." Then start pinning. You can include things that interest you and are relevant to your board titles. One idea for a board is a visual resume (Example title: "[Your Name] Public Relations Resume"). Pinterest is a great way to showcase visuals, and visual aids help job seekers stand out to hiring managers. You can include logos from companies where you've worked, pictures of events you helped plan and links to articles that you wrote or were quoted in.

## **4. Create Pins**

I say "create pins" because you can't just repin everything you read and be successful. Pin blog posts you've written, or anything you've contributed to and write specific, action oriented descriptions for your pins. Organize each pin you post to your boards. Then you can add filler with shared pins to some of your boards (i.e. maybe a "Professional Attire" board where you share some of your favorite work outfits, and share others' as well. Always make sure your pins look superb to increase interest Find images that best represent what you're talking about and even add copy on to the picture so users don't even need to read the description, if they don't want to.

## **5. Engage With Other Pinners**

Follow boards that interest you. Like and comment on others' pins. People love those who share their content and will likely return the favor and repin your pins or follow your boards. Remember, always say thank you and give credit where credit is due!

## **6. Promote Your Pins and Boards**

Include a link to your Pinterest resume on your Facebook and Twitter bios, LinkedIn, personal website and business cards to get attention from hiring recruiters. Consider using keywords in descriptions to help optimize your pins for search. However, do not use hashtags on Pinterest! You don't need them for the site's search functions. Read more about tips to promote your pins in this fantastic infographic on how to use Pinterest correctly.