

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.