

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!