

## Social Media and Your Job Search

There are many social media outlets like Facebook, LinkedIn, Twitter, and many others. Marketing yourself through these media can help you land a job. But, you must do it strategically and professionally for this venture to be successful. If you use these sites to market yourself, use them wisely, and make sure you use them often enough, to keep them active and up to date.

**Important Note:** *If you are already using these sites review your profile and make sure that everything on your profile is something you would share with your parents or grandparents. Employers and graduate schools are going to student profiles and their decisions are affected by what they see.*

### The Most Effective Social Media Sites

**1. LinkedIn:** This is the best site to find networking connections in almost all fields. Research shows that over 90% of companies are using LinkedIn to find potential candidates. LinkedIn is a completely professional networking site where people post their professional biographies to make connections for jobs, business, and professional development. Make sure your profile is in depth and describes what you are interested in and what your goals are. You can use this site to follow particular companies, join field specific professional groups, and develop leads for informational interviews (See our Networking Tipsheet). Open jobs are being shared all the time in LinkedIn and you can often apply right through your LinkedIn account to specific companies. In addition, LinkedIn has a student jobs portal at [linkedin.com/studentjobs](https://www.linkedin.com/studentjobs) where you can find entry-level and internship opportunities. Finally, LinkedIn has also developed an alumni portal at [linkedin.com/alumni](https://www.linkedin.com/alumni) where you can search for alumni of any college/university in the country. Information on how to build the best profile is available in Career and we can meet with you individually to develop your profile.

**2. Facebook:** Make sure your profile on this site is clean and that you feel comfortable sharing it with potential employers and network connections. This site is more personal, but you can share your job search status with many people at once. This site is less about making professional job search connections, than a communication tool to let people know where you are and what you are doing in your job search. More importantly, many companies have Facebook pages about their recruiting programs that you can follow. You can also follow groups and topic pages about certain industries. Make sure to set your security setting high, though this security could make you unsearchable on Facebook.

**Important Note:** *Make sure you keep an eye on your profiles and watch what other people are posting about you or pictures in which you are tagged. These posts can have as much effect on your job search as your own posts. Google yourself often to make sure you don't find negative things about yourself that you did not post.*

**3. Twitter:** Twitter is becoming a very popular place for companies to share job openings. It is also one of the leading places where industry leaders network with each other. You can also find companies using Twitter for marketing, company updates, and industry trend updates. Finally, there are many Twitter chats on topics like jobs, internships, and industry trends. These chats are done at set times during the day or evening and can be found using keyword searches. Just beware that not all industries are using Twitter, so it's usefulness many vary. In addition, you can find hashtags for certain industries and also the website [tweetmyjobs.com](https://www.tweetmyjobs.com) is becoming very popular for companies to use.

**4. About.Me:** This site allows you to easily create an on-line business card for yourself. This is becoming a large network of professionals as well. Basically, it is a one-page website devoted to your professional brand.

**Important Note: *It is still important to develop contacts that you meet in person. You cannot rely on these impersonal sites to land you a job unless you develop connections that you can meet with face-to-face. You do not have to use these sites and you should research them to see what would work best for you. Again, if you are going to use these sites you should keep them fresh, updated, and business like. Be safe and research everything before you give out your personal information.***

### **Job Search Agents**

Job seekers can set up job search agents on the job sites below and many other sites so that they are automatically notified by email when new job postings that match the criteria they set are listed. A job search agent can also be set up to send listings to your cell phone or instant message account.

### **Job Search Aggregators and Local Resources**

Job aggregators are simply search engines for jobs. They search and aggregate job postings and job content from thousands of individual sites. A job aggregator pulls all of these job postings into one database for the job seeker. Rather than checking dozens of job sites, a job aggregator serves as a one-stop-shop. Job aggregator sites enable the job seeker to search a large number of job postings in one search and the four below are Career Services favorites.

#### **Job Search Aggregators**

[www.indeed.com](http://www.indeed.com)

[www.simplyhired.com](http://www.simplyhired.com)

[www.linkup.com](http://www.linkup.com)

[www.careerjet.com](http://www.careerjet.com)

#### **Local Resources**

[www.jobsinme.com](http://www.jobsinme.com): One of the best job search tools in the state of Maine

<http://bangordailynews.com>: Very good job search database for the whole state.

<http://www.maine.gov/portal/employment/jobs.html>: State of Maine website with links to many job sites

#### **Contact Career Services**

James Westhoff, Director  
203 Peabody | 207.992.4909 | [westhoffj@husson.edu](mailto:westhoffj@husson.edu)  
[www.husson.edu/careerservices](http://www.husson.edu/careerservices)

(Updated June 2014)



Check out this Youtube video on the importance of social media on the job search