

# Social Media and Your Job Search



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## Overview

- Social media is a great tool for building and maintaining your network
- Think of your social media profile as an online resume
- Don't mix personal with professional-do not include photos or information you would not want a professional employer to see



## Facebook

- Use a professional photo-you can use the same picture on all your social media profiles
- Include a short bio, job and educational experience, and links to other professional social media pages in the "about" section
- Follow organizations that interest you to learn more about employment opportunities, industry-specific information, and potential contacts within the company



## LinkedIn

- Customize your headline with keywords and phrases that are related to your desired industry
- Request connections with former coworkers or other individuals you've met through networking. Be sure to include a personalized message with your request
- Join industry-specific groups to network and increase your knowledge base. Check to see if your college/university has an alumni group that you could be a part of
- Post updates on LinkedIn about events you plan to attend or contribute to group discussions by commenting and submitting links to news articles



## Twitter

- Choose a professional handle that is easily recognizable
- Include information such as your university, class year, major and career interests in your bio
- Add links to your LinkedIn profile, personal website, blog, or online portfolio



## Pinterest

- Select a username that is similar to your other social media pages
- Include relevant career information in your bio
- Create boards that reflect your interests and experiences in your field
- Make boards "secret" if they contain content you would prefer to keep private