



Utilizing Social Media for Your Job Search

Why use social media for your job search?

Using social media for your job search can demonstrate to employers you are skilled at using the internet and have beneficial social media capabilities. In addition, it can help you develop and showcase your “personal brand” or online profile. Moreover, social media can be posted on job boards. Furthermore, using social media builds your professional networking contacts, allows you to research industries, companies, and positions of interest, and makes you visible to hiring managers, recruiters or other decision makers.

1. Let people know you are looking for a job.

- Social media is a platform to have your voice heard. Use social media as an opportunity to let people know you are looking for a job and the type of job you are interested in.
- Letting your social media network know you are available and looking. This may help you discover job opportunities before they are publicly advertised.
- Here is an example of the kind of social media post you can create:
“Hello Facebook friends,
I am currently looking for a job in advertising or marketing. I have an AA in Marketing and would love to use my knowledge in the industry. Please let me know if you know of anyone who is hiring. Thank you so much!”

2. Use LinkedIn.

- LinkedIn is a great way to network and find job opportunities. At least 500 million people use the network and there are more than 10 million active job listings.
- After creating your LinkedIn profile, make sure you keep your profile up to date. Be comprehensive about current skills and objectives, highlight your recent job experience, update your headline, let people know you are available, build your network, and research companies you may be interested in and follow them.
- Get involved in LinkedIn Groups related to your industry and utilize the SRJC Alumni Tool.

3. Join industry conversations on different social media sites.

- For example, Twitter is a good platform to start building and adding a network of influencers in your desired industry. Search, find, and follow people who work in your desired area so you can join in conversations and make yourself known. This can increase your chance of finding a new job through referrals.
- You can also join general job searching conversations to help you find leads. For example, you can use hashtags like #CareerChat or #JobHuntChat.

4. Follow hashtags.

- Some businesses constantly advertise their job openings on Twitter or other social media networks. Search for and follow popular job opening hashtags that employers use to find applicants.
- Here are a few popular job-related hashtags: #JobSearch #JobHunt #NowHiring #Hiring #JobOpening #TweetMyJobs #Resume.

5. Use your social media account(s) to highlight your skills and how you stand out.

- You can create positive PR by presenting testimonials, endorsements and presentations of your work on your social media accounts, blog and/or website.