

# Social Media & Networking

Social Media creates a way for us to actively communicate real time with friends and family. You may not have realized it but it is also revolutionizing the way you can look for and land your next job. This handout overviews three of the biggest social media sites and can help you get started on looking for your next job.

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## facebook

Facebook is a social networking site popular among students. It provides individuals with a means of creating and maintaining social relationships. You heard many times to make sure your Facebook account is presentable to employers as it could hinder you in finding a job but you probably haven't heard that it could help you with your job search.

Many companies will have their own Facebook fan page for their company. You can "like" these pages and follow the companies updates. Learn what they are doing, what contracts they may landed, recent big announcements they have made to shareholders. If you land a job interview with that employer you will have an answer to the question "What do you know about our company?" You could impress them with up-to-date information.

Some companies actually have their own recruiting page on Facebook that they use to reach out to students and recent grads. These companies may up date their statuses with information on recent openings and internships and information on how to apply. Don't miss out on that opportunity with a future employer because you didn't take advantage of the information they put out to you.



LinkedIn is another networking site. It differs from Facebook in the fact that it focuses on Professional Networking rather than the social aspect of Facebook.

When you first start on LinkedIn you need to build your network. Don't be afraid to connect to individuals like your parents, family friends, neighbors and even friends of your parents. They are potential contacts at different companies that could be your next job lead. On LinkedIn your network grows with each new contact you add, as LinkedIn displays third degree contacts. Its builds you a web of contacts that could be useful.

You can search for companies on LinkedIn and will display which contacts have worked where and how you can potentially connect to them through your current contacts who could introduce you. Now when you apply to a job with your dream employer, you know someone already there and you can get your foot in both the front and back door at the same time.



Twitter is not the first place you would think of to look for a job but recruiters and companies are embracing it and posting jobs on Twitter everyday. In under an hour over 600 jobs opportunities can be tweeted and that's only if you are searching for #jobs.

Many recruiters will have a special Twitter feed for job opportunities and if you follow the right one you could find out about employment opportunities in real time. Not only is it useful for finding out opportunities but it is also a great way to ask questions directly to the recruiters. The best thing about using Twitter for job searching is that you don't actually have to Tweet, you just need an account.

If you are looking for employment with a certain company you can also follow them on Twitter to find out what they are up to, what career fairs they may be attending and information about their expectations.

Twitter can be overwhelming at first but once you get the hang of it, it become a valuable tool.