

Using Social Media in Your Job Search



How Twitter, LinkedIn and Social Media Can Help You Find Your Next Position

What We Will Cover

- ✎ Getting Started
- ✎ LinkedIn
- ✎ Twitter
- ✎ Google +
- ✎ Google Alerts
- ✎ Facebook

Getting Started

∞ Online Presence

- LinkedIn – Profile and resume' complete.
- About.me – “Personal Landing Page”.
- Twitter – for searching and communication.
- *Google + and Facebook – depending on industry.*

LinkedIn

- 🌀 Create a basic (free) account.
- 🌀 Complete your profile.



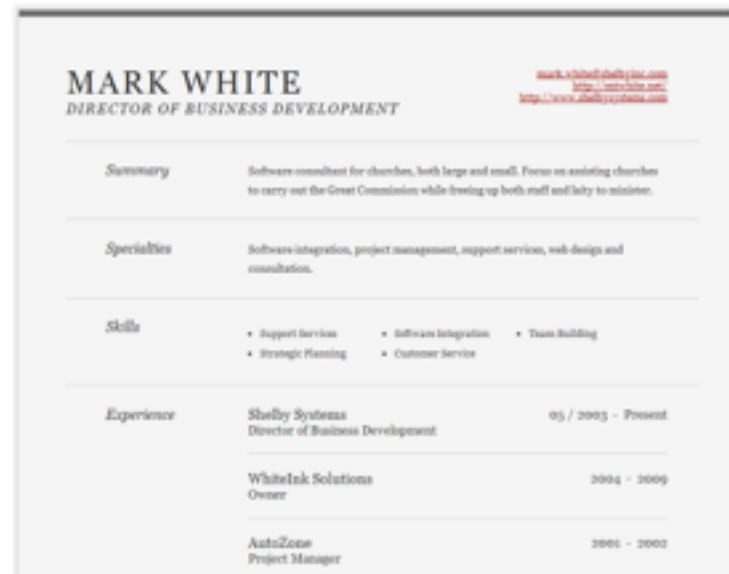
Getting Started With LinkedIn



LinkedIn – Advanced Tips & Tricks

LinkedIn

- ✎ <http://resume.linkedinlabs.com/>
- ✎ Grant access to your profile.
- ✎ Automatically takes your data from LinkedIn profile and creates a simple clean resume'.




Twitter



Twitter allows you to post a quick profile of yourself and link to your other pages.

<https://twitter.com/mtwhite>

Twitter Profile

**Mark White**
[View my profile page](#)

[Account](#) >
[Security and privacy](#) >
[Password](#) >
[Mobile](#) >
[Email notifications](#) >
[Profile](#) >
[Design](#) >
[Apps](#) >
[Widgets](#) >


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[Developers](#)

Profile

This information appears on your public profile, search results, and beyond.

Now edit your photos and bio right from [your profile](#). ✕


Photo



Change photo ▾

This photo is your identity on Twitter and appears with your Tweets.

Header



Change header ▾

Recommended dimensions of 1252×626
Maximum file size of 5MB
Need help? [Learn more](#).

Name

Enter your real name, so people you know can recognize you.

Location

Where in the world are you?

Website

Have a homepage or a blog? Put the address here.

Bio

About yourself in 160 characters or less.

111

About.me



<http://about.me/markwhite>

LinkedIn

The screenshot displays the LinkedIn Jobs page for a user named Mark White. The top navigation bar includes the LinkedIn logo, account type (Basic | Upgrade), and links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is located on the right side of the navigation bar. Below the navigation bar, a link states: "See the full list of Who's Viewed Your Profile plus how they found you. Get 50% off a Job Seeker Premium account".

The main content area is divided into two columns. The left column features a "Search for jobs" section with a search bar and a "Search" button. Below this is a section titled "Jobs you may be interested in" with a bell icon for "Get email alerts" and a note that "Your job activity is private". A "Sponsored" job listing for "Theris Oilfield Services" is shown, with the role of "Business Development Manager" in the "Bakersfield, California Area". Below the sponsored listing are three job recommendations:

- impact** (www.impact.com): Director Business Development, Greater Seattle Area
- NDN** (www.ndn.com): Director of Business Development, Greater Atlanta Area
- Director of Business Development**: Greater New York City Area

The right column contains several sections:

- Are you hiring?**: Reach the right candidates with LinkedIn Jobs. Includes a "Post a job" button.
- Saved jobs (0)**: Save jobs you're interested in and get back to them later.
- Saved searches (0)**: Save your searches and we'll let you know when new results match your criteria.
- Applied jobs**: Review your past job applications here. Includes a link to "See all applied jobs".
- Move to the top of the list**: Get special placement as a featured applicant. Includes a visual representation of a job listing with a yellow highlight and a link to "Learn more".

LinkedIn

[Jobs Home](#) [Saved Jobs](#) [Saved Searches](#) [Advanced Search](#)

Job Search

Keywords:

Job Title:

Company:

Location:
 ▼

Country:
 ▼

Postal Code:
 [Lookup](#)

Within:
 ▼

[Search](#) [Show less...](#)

18 jobs [Save](#) [Go back to LinkedIn results](#)

Receptionist
Brookdale Senior Living - Memphis, TN - Apr 29, 2013
[See who at Brookdale Senior Living can help you get this job.](#)

Receptionist Front Office
Greenleaf Recruitment - Memphis, TN - Apr 24, 2013
[See who at Greenleaf Recruitment can help you get this job.](#)

Receptionist (Director of First Impressions)
Office Suites Plus - Memphis, TN - Apr 22, 2013
[See who at Office Suites Plus can help you get this job.](#)

Receptionist
AutoNation - Memphis, TN - Apr 26, 2013
[See who at AutoNation can help you get this job.](#)

Experienced Receptionist
Randstad - Memphis, TN - Apr 9, 2013
[See who at Randstad can help you get this job.](#)

Medical Receptionist- Customer Service
Kroger Co - Memphis, TN - Apr 2, 2013
[See who at Kroger Co can help you get this job.](#)

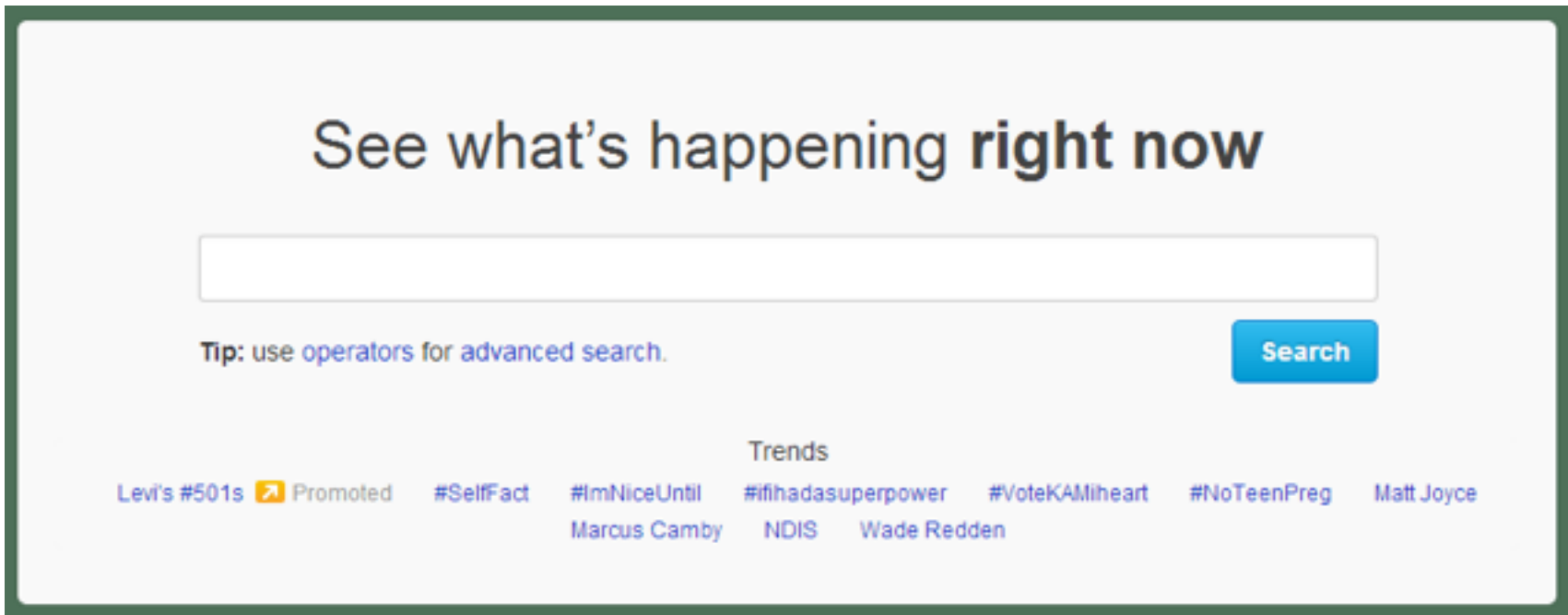
Jobs by **simplyhired**

LinkedIn Tips

- ✎ Before submitting your resume', look up the hiring manager's LinkedIn profile. Twitter too.
 - More information about the person you're dealing with can be valuable.
 - You may find you know someone who knows them.
 - Use those connections.
- ✎ Join groups in your industry.
 - Participate.
- ✎ Participate in relevant discussions.
 - Giving back shows you are aware and connected.

Twitter

- Follow companies you wish to work for.
- Search using #hashtags or keywords
 - <https://twitter.com/search-home>


A screenshot of the Twitter search interface. At the top, the text "See what's happening right now" is displayed. Below this is a large, empty search input field. Under the input field, a tip reads "Tip: use operators for advanced search." To the right of the tip is a blue "Search" button. At the bottom of the interface, there is a "Trends" section with a list of trending topics and names: "Levi's #501s" (with a promoted icon), "#SelfFact", "#ImNiceUntil", "#ifihadasuperpower", "#VoteKAMiheart", "#NoTeenPreg", and "Matt Joyce". Below these, "Marcus Camby", "NDIS", and "Wade Redden" are also listed.

See what's happening **right now**

Tip: use operators for advanced search.

Search

Trends

Levi's #501s  Promoted #SelfFact #ImNiceUntil #ifihadasuperpower #VoteKAMiheart #NoTeenPreg Matt Joyce

Marcus Camby NDIS Wade Redden

Twitter

Search Operators

Operator	Finds tweets...
twitter search	containing both "twitter" and "search". This is the default operator.
"happy hour"	containing the exact phrase "happy hour".
love OR hate	containing either "love" or "hate" (or both).
beer -root	containing "beer" but not "root".
#haiku	containing the hashtag "haiku".
from:alexiskold	sent from person "alexiskold".
to:techcrunch	sent to person "techcrunch".
@mashable	referencing person "mashable".
"happy hour" near:"san francisco"	containing the exact phrase "happy hour" and sent near "san francisco".
near:NYC within:15mi	sent within 15 miles of "NYC".
superhero since:2010-12-27	containing "superhero" and sent since date "2010-12-27" (year-month-day).
ftw until:2010-12-27	containing "ftw" and sent up to date "2010-12-27".
movie -scary :)	containing "movie", but not "scary", and with a positive attitude.
flight :(containing "flight" and with a negative attitude.
traffic ?	containing "traffic" and asking a question.
hilarious filter:links	containing "hilarious" and linking to URLs.
news source:twitterfeed	containing "news" and entered via TwitterFeed

Advanced Search

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

Any Language



People

From these accounts

To these accounts

Mentioning these accounts

Places

Near this place

Other

Select

☐ Positive :) ☐ Negative :(☐ Question ? ☐ Include retweets

Search

Twitter

Results for **job opening memphis**



Tweets [Top](#) / [All](#) / [People you follow](#)



Lucy's Info. Station @lucyinfostation

1h

Job Opening Administrative Assistant-Cardio Services (PRN) - Le Bonheur Children's Hospital - **Memphis**, ... bit.ly/14XnydW #jobs

[Expand](#)



Lucy's Info. Station @lucyinfostation

4h

Job Opening Receptionist - Experitec - **Memphis**, TN: Receptionist Summary The Receptionist will answer..... bit.ly/12nVxFu #jobs

[Expand](#)



Find A Finance Job @findfinancejobs

5h

JOB OPENING: Accounting/Finance at Randstad (West **Memphis**, AR) dlvr.it/3JqsDq #job

[Expand](#)



MemphisHealthJobs @mem_heajobs

6h

Check out our **job opening** for a Occupational Therapy, Musculoskeletal, Licensed in **Memphis**, TN! CyberCoders #Jobs mnstr.bz/14W8cpX

[Expand](#)



MemphisHealthJobs @mem_heajobs

6h

Check out our **job opening** for a Physical Therapy - Physical Therapist, Musculoskeletal in **Memphis**, TN! CyberCo #Jobs mnstr.bz/14W8dKC

[Expand](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⚙ Buffer](#) [📁 Pocket](#) [⋮ More](#)

Twitter

Administrative Assistant-Cardio Services (PRN)

Le Bonheur Children's Hospital - Memphis, TN

Grade 08

Responsible for providing clerical, secretarial, and administrative support as required by the department. Uses independent judgment to plan, prioritize, and organize a diverse workload. Interacts with a wide variety of internal and external customers. Models appropriate behavior as exemplified in **MLH Mission, Vision and Values**.

EDUCATION/TRAINING REQUIRED:

- High school diploma or equivalent.

RELEVANT EXPERIENCE REQUIRED:

- Two years clerical experience to include work in MS Office. Must be proficient in the Microsoft Office program or programs (Word, Excel, PowerPoint) as indicated in the specific function within the department.
- Skill and proficiency in performing secretarial responsibilities such as typing and letter composition.
- Skill and proficiency in oral and written communication including spelling, grammar, punctuation, and composition.
- Proficient in use of basic office equipment; multi-line phones; and data entry.
- Demonstrated organizational skills with ability to set priorities and meet deadlines.
- Ability to evaluate problematic situations and be able to adapt, respond to, and/or notify/advise appropriate staff in order to resolve the situation/issue.
- Demonstrates discretion in dealing with confidential information and sensitive issues.
- Proven record of providing excellent customer service both internally and externally.

Methodist Healthcare - 2 hours ago - [save job](#) - [block](#)

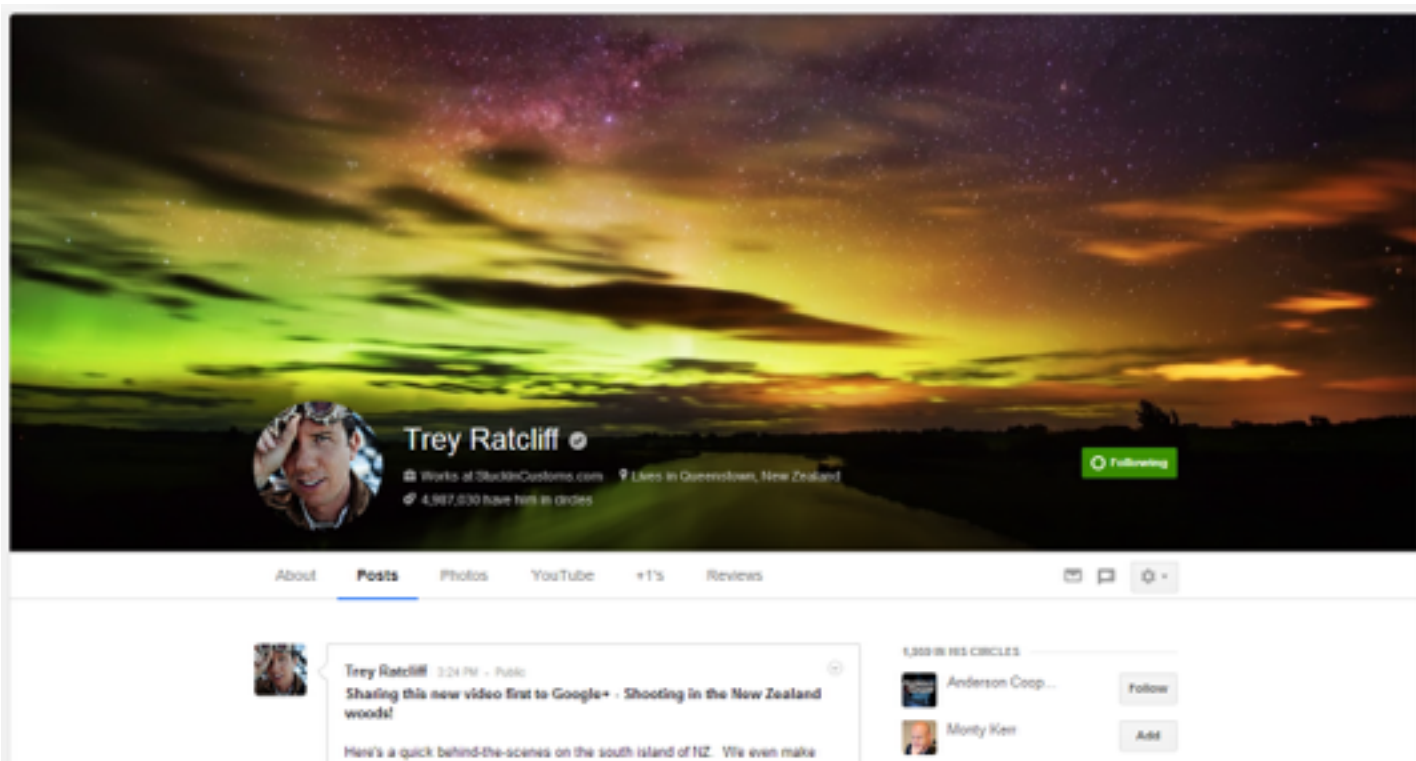
» [View or apply to job](#)

Twitter Tips

- ✎ Pick 10 target companies you want to work for.
 - Follow them on Twitter.
 - If the company follows you back, thank them.
 - Retweet interesting tweets.
 - Build a relationship.
 - At the appropriate time it's ok to inquire about job openings.
- ✎ Spend 15-30 minutes a day searching for industry specific info or news to share.
 - Spread those tweets out over the day.
 - Ask questions.
 - #jobhuntchat
 - #careerchat

Google +

- ✎ Depending on your industry a Google + page may be a perfect homepage for showcasing your skill/talent.



Google Alerts

 [Google.com/alerts](https://www.google.com/alerts)

Alerts

Search query:

Result type:

How often:

How many:

Deliver to:

There are no recent results for your search query. Below is a sample of the type of results you will get.

Web 4 new results for receptionist opening

[Receptionist Jobs | Monster.com](#)

Jobs 1 - 20 of 100 ... Plenty of new **receptionist** jobs **open** up because it's an entry-level position from which people move up relatively quickly. Most growth in ...
jobs.monster.com/v-administrative-q-receptionist-jobs.aspx

[Receptionist Openings Jobs | Simply Hired](#)

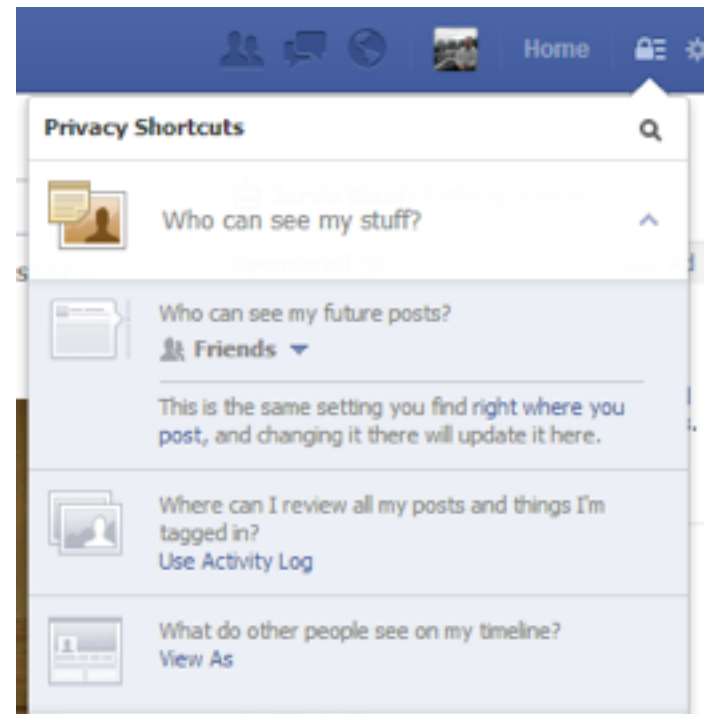
Jobs 1 - 10 of 3926 ... Every **Receptionist Openings** job on the web. 3926 jobs available. Recent Jobs: IMMEDIATE OPENING VETERINARY RECEPTIONIST, ...
www.simplyhired.com/a/jobs/list/q-receptionist+openings

[Receptionist Opening Jobs, Employment in Ramsey, MN | Indeed.com](#)

Jobs 1 - 10 of 27 ... 27 **Receptionist Opening** Jobs available in Ramsey, MN on Indeed.com. one search. all jobs.

Facebook

- 🌀 Protect your profile.
- 🌀 Let your friends know you're looking.



Don't forget...

- ✎ There are many jobs that are not posted.
- ✎ Networking is still the best way to land a job.
- ✎ Email. Sending an email letting your friends (who are not on social media) know you are looking can still lead to an open position.
- ✎ The Cover Letter is still important. Take your time.
- ✎ Say 'thank you' when appropriate.
- ✎ Jobs can come from places you would never think to look.
- ✎ Stay positive.

Q&A

??

Extra 10%

Social Media Apps

[Tweetdeck](#)

[Hootsuite](#)

[Buffer](#)

Other Useful Sites

<http://www.indeed.com/salary>

<https://www.google.com/voice>

For later...

<http://resources.mtwhite.net>