

# USING SOCIAL MEDIA IN YOUR JOB SEARCH

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



# WHAT WE WILL COVER TODAY

- ❑ Your Online Presence
- ❑ LinkedIn
- ❑ Twitter
- ❑ Personal Blog or Landing Page
- ❑ Google Alerts
- ❑ Tips For Searching



# YOUR ONLINE PRESENCE

- ❑ Suggested Profiles
  - ❑ LinkedIn - #1 networking site on the web.
  - ❑ Twitter - for searching and communication.
  - ❑ Personal Landing Page or blog - also builds authority.
  - ❑ *Google + and Facebook - depending on industry.*



# PROTECTING YOUR PROFILE

- ❑ When searching for a job using social media your online profiles are of critical importance to getting hired.
- ❑ Reviewing social media accounts has become a common step in the applicant screening process.
- ❑ Social media accounts leave a lasting impression with recruiters.
- ❑ Keep in mind that someone examining your Facebook, Twitter or LinkedIn pages does so without any explanation for what they find.



# PROTECTING YOUR PROFILE

There are two ways to protect your online image.

1. Separate your online activities into personal and professional accounts, specifically on Facebook and Twitter.
2. Clean up your current profile and /or adjust your privacy settings to limit public visibility.



# LINKEDIN

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



Getting  
Started With  
LinkedIn



LinkedIn -  
Advanced Tips &  
Tricks



# LINKEDIN



The image shows a LinkedIn profile card for Mark White. At the top is a wide banner image of a grassy field with trees in the background. Below the banner is a circular profile picture of Mark White, a man with glasses and a light blue shirt, smiling. To the right of the profile picture are three dots and a pencil icon. Below the profile picture, the name "Mark White" is displayed in a large, bold font. Underneath the name, his current position "EVP of Church Management Platforms at Ministry Brands" is listed, followed by "Ministry Brands • The University of Memphis" and "Greater Memphis Area • 500+ ". A horizontal line separates the header from the bio. The bio text reads: "Software consultant for churches, both large and small. Focus on assisting churches to carry out the Great Commission while freeing up both staff and laity to minister. Specialties: Software integration, project managemen...". At the bottom of the bio section is a "See more" link with a downward arrow.

<https://www.linkedin.com/in/marktwhite/>



# 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.



# LINKEDIN SEARCHES

All People **Jobs** Content Companies Groups Schools

Q Cost Accountant Greater Memphis Area Search

Date Posted Company Experience Level Location LinkedIn Features More filters

[Top Decisions Facing CEOs - With Vistage, learn to assess the resources needed for your growth in 2018.](#) Ad ...

Showing 12 results Sort by: Relevance



**Cost Accountant**  
Radians, Inc.  
Memphis, Tennessee  
Excellent organizational skills and time management skills. Excellent computer skills having worked with ERP systems, extensive use of Microsoft excel and office package.  
17 alumni work here  
1 week ago · Easy Apply



**Cost Accountant - Senior**  
Cummins Inc.  
Memphis, TN, US  
Our integrated businesses demand the talents and creativity of individuals with a wide range of skills and experience. Experienced - Professional / Office. cummins.taleo.net  
Be one of the first 10 applicants  
3 weeks ago

Saved job searches • Manage

Accounting Supervisor in Greater Memphis Area (2 new)

See more

Create search alert

PREMIUM

Get ahead with Premium Career

- See who's viewing your profile
- Learn skills with expert-led courses



# TWITTER



Tweets **1,212**   Following **219**   Followers **326**   Likes **116**

[Follow](#)

**Mark White**

@mtwhite

EVP Church Management Platforms @  
Ministry Brands

📍 Memphis, TN

Tweets   **Tweets & replies**   Media



**Mark White** @mtwhite · Dec 5

Thinking a lot lately on David Cassidy's last words. "So much wasted time"  
[#powerful](#)

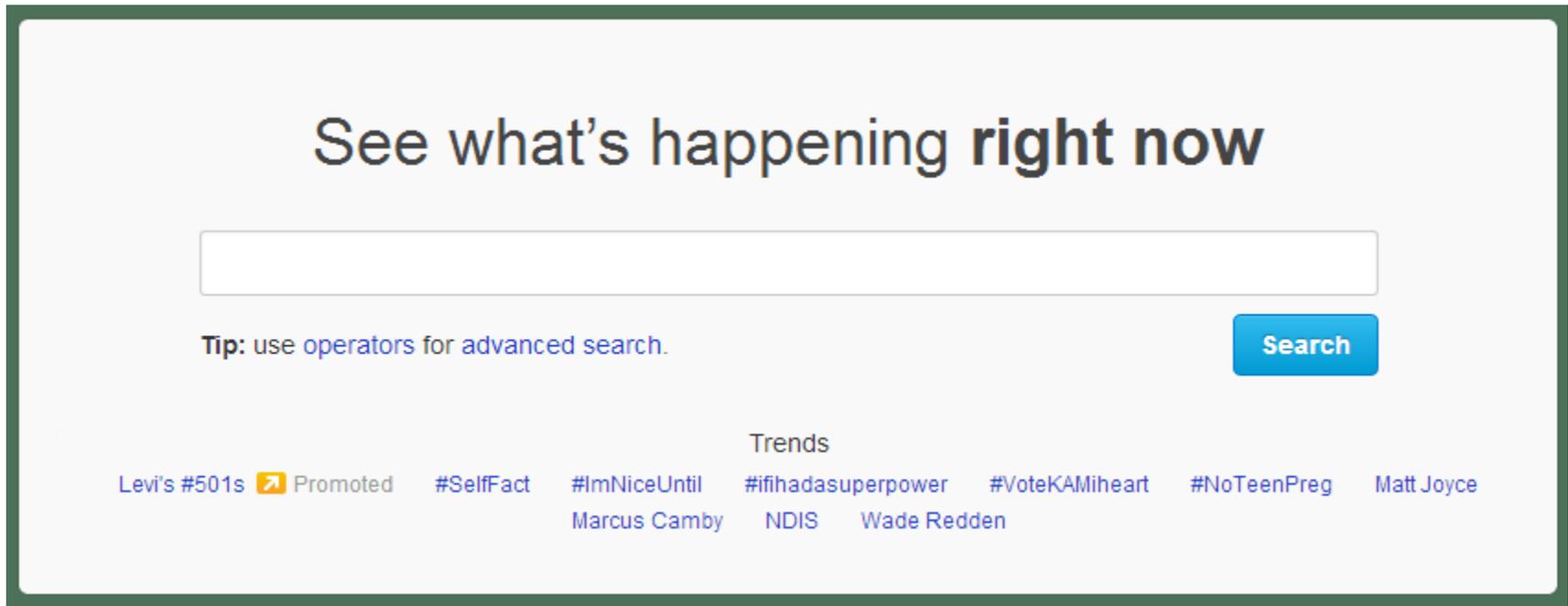


<https://twitter.com/mtwhite>



# TWITTER

- ❑ Search using #hashtags or keywords  
<https://twitter.com/search-home>



# 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 news or info to share.
  - ❑ Spread those tweets out over the day.
  - ❑ Ask questions.
  - ❑ #jobhuntchat
  - ❑ #careerchat

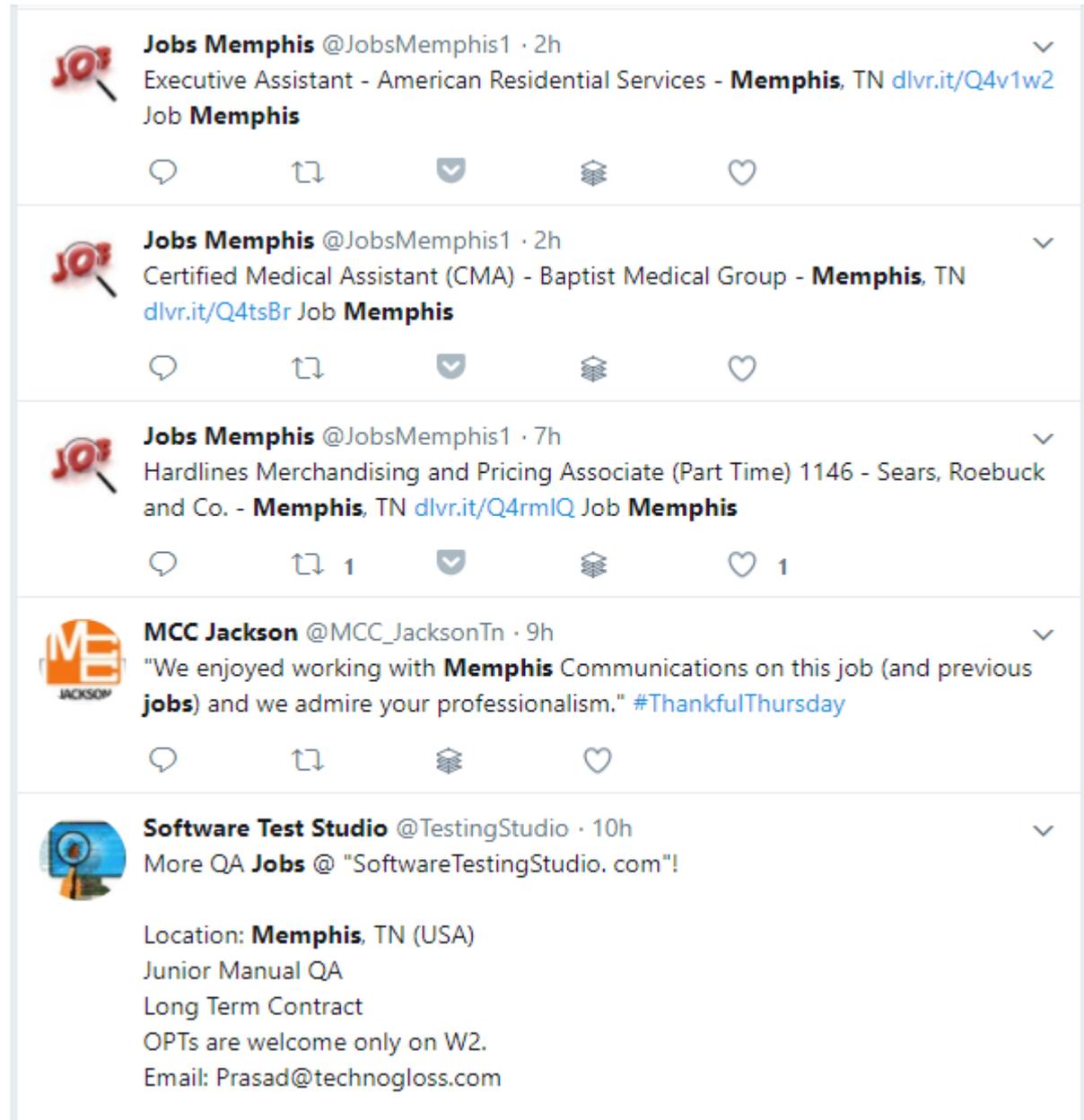


# TWITTER SEARCH OPERATORS

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".



# TWITTER SEARCH RESULTS



The image shows a screenshot of a Twitter search results page. The search term is 'Jobs Memphis'. The results are displayed in a list of tweets. Each tweet includes a profile picture, the user's name and handle, the time since posted, the text of the tweet, and a set of interaction icons (reply, retweet, like, share, and heart).

**Jobs Memphis** @JobsMemphis1 · 2h  
Executive Assistant - American Residential Services - **Memphis**, TN [dlvr.it/Q4v1w2](https://dlvr.it/Q4v1w2)  
Job **Memphis**

**Jobs Memphis** @JobsMemphis1 · 2h  
Certified Medical Assistant (CMA) - Baptist Medical Group - **Memphis**, TN  
[dlvr.it/Q4tsBr](https://dlvr.it/Q4tsBr) Job **Memphis**

**Jobs Memphis** @JobsMemphis1 · 7h  
Hardlines Merchandising and Pricing Associate (Part Time) 1146 - Sears, Roebuck and Co. - **Memphis**, TN [dlvr.it/Q4rmlQ](https://dlvr.it/Q4rmlQ) Job **Memphis**

**MCC Jackson** @MCC\_JacksonTn · 9h  
"We enjoyed working with **Memphis** Communications on this job (and previous **jobs**) and we admire your professionalism." #ThankfulThursday

**Software Test Studio** @TestingStudio · 10h  
More QA **Jobs** @ "SoftwareTestingStudio. com"  
Location: **Memphis**, TN (USA)  
Junior Manual QA  
Long Term Contract  
OPTs are welcome only on W2.  
Email: Prasad@technogloss.com



# PERSONAL LANDING PAGE/BLOG



Get started for free

Log In

**MARK WHITE**

**EVP Church Management  
Platforms  
in Memphis, Tennessee**

[Visit my website](#)

Blessed to work with a great team of people focused on providing industry leading solutions for the faith based market.

#socialmedia #speaking

#webdesign #technology

#design

**WORK**

Ministry Brands



<http://about.me/markwhite>



# PERSONAL LANDING PAGE/BLOG

## Mark White

**M** Travel, music, tech



Home

About

Travel

Music

Tech

Resources Site



<http://mtwhite.net>



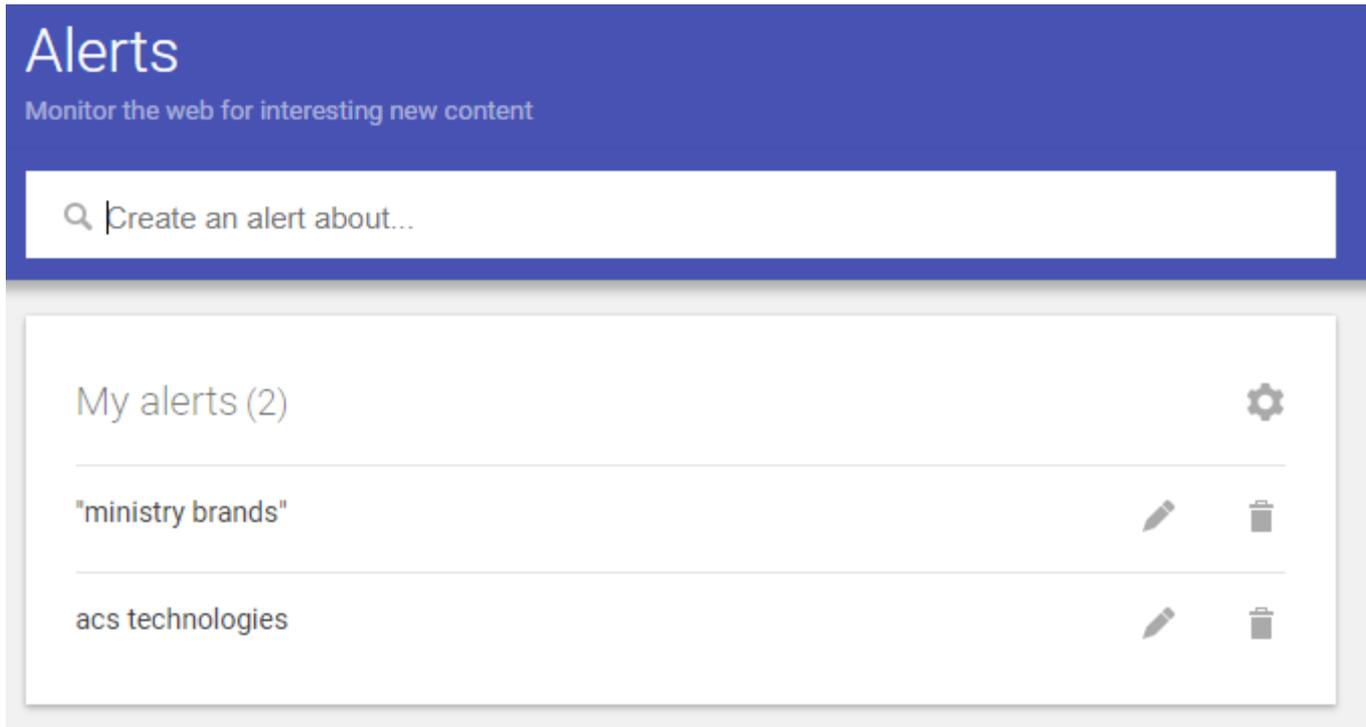
# BUILDING AUTHORITY

- ❑ Social media makes it easy to share relevant, interesting news, articles, and other information pertaining to your desired career.
- ❑ Share via a personal blog, retweet relevant articles, post articles on Facebook and LinkedIn.
- ❑ The next level is to produce and share original content.



# GOOGLE ALERTS

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



The screenshot displays the Google Alerts interface. At the top, there is a blue header with the word "Alerts" in white and the subtitle "Monitor the web for interesting new content". Below the header is a white search bar with a magnifying glass icon and the placeholder text "Create an alert about...". Underneath the search bar is a white box containing a list of alerts. The list is titled "My alerts (2)" and has a gear icon for settings. There are two alerts listed: "ministry brands" and "acs technologies". Each alert has a pencil icon for editing and a trash can icon for deleting.

Alerts

Monitor the web for interesting new content

🔍 Create an alert about...

My alerts (2) 

"ministry brands"  

acs technologies  



# 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.



# EXTRA 10%

## URL Shortening Services

The logo for bitly, featuring the word "bitly" in a lowercase, rounded, orange script font.

Google URL Shortener

<https://goo.gl/>



**QUESTIONS?**



# FOR LATER...

<http://resources.mtwhite.net>



Google Play Music

