

Using Social Media in Your Job Search

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

What We Will Cover Today

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

Your Online Presence

According to a 2018 CareerBuilder survey,

">90% of employers use social networking sites to research job candidates (on par with last year), while 7% plan to start. And that review matters: Of those that do social research, 57% have found content that caused them not to hire candidates."

Being "invisible" (no social media footprint) is NOT a good solution. The CareerBuilder survey found that nearly half of employers (47%) say that if they can't find a job candidate online, they are less likely to call that person in for an interview.

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.*

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.

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.

TWITTER

Mark White
@mtwhite
EVP Church Management Platforms @
Ministry Brands
Memphis, TN

Tweets 1,212 Following 219 Followers 326 Likes 116 [Follow](#)

Tweets Tweets & replies Media

Mark White @mtwhite · Dec 5
Thinking a lot lately on David Cassidy's last words. "So much wasted time"
#powerful

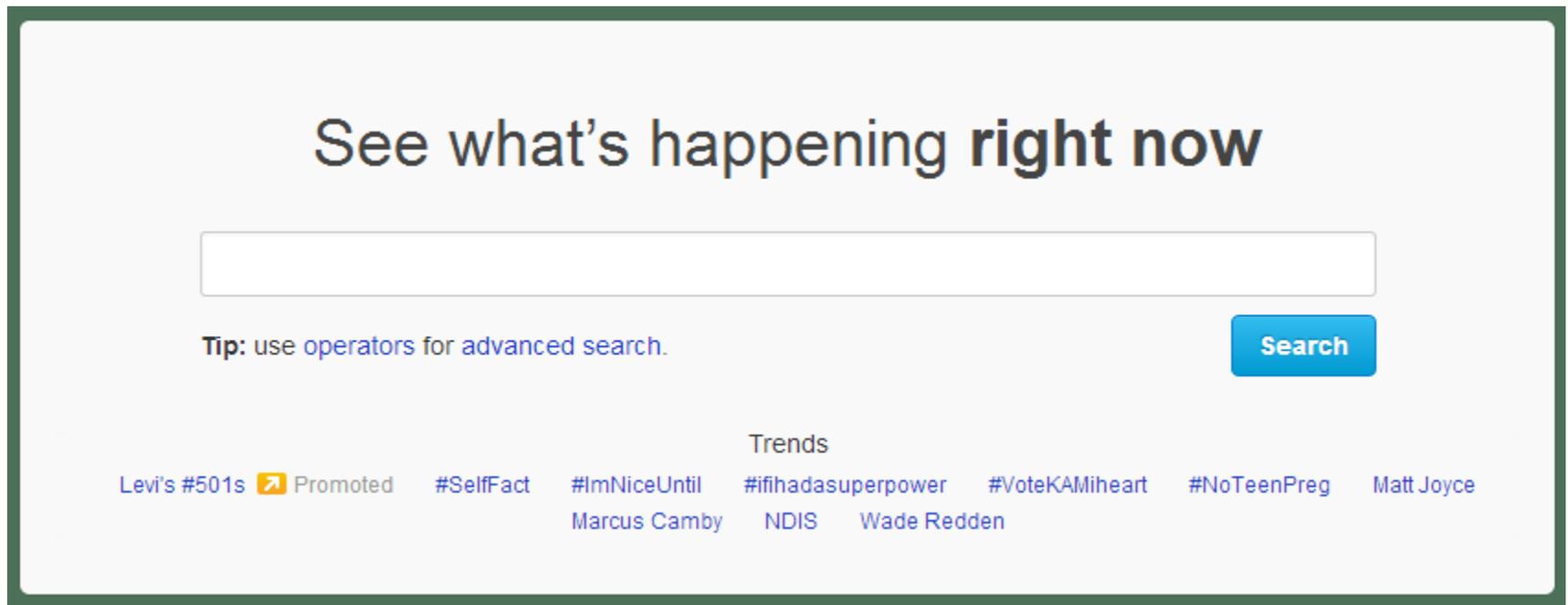
🗨️ 🔄 1 📁 ❤️ 1

<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
 - ❑ Retweet interesting tweets
 - ❑ Build a relationship with the company.
 - ❑ After that relationship is built, it's OK to inquire about jobs.
- ❑ 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 Tips



Jonathan E Smith
@JonathanESmith Follows you
Director of Technology for Faith Ministries, author, traveler, space nut, foodie, professional geek.
Lafayette, IN

Tweets **41.5K** Following 2,258 Followers 1,586 Likes 1,568 Lists 18 **Following**

Tweets Tweets & replies Media

Jonathan E Smith @JonathanESmith · 9m
We pushed back and during engine startup they experienced an error so we are back at the terminal so maintenance can check it. The good news, so far is that we get to stay on the warm plane as opposed to going back into the cold terminal. #deltamedallion

Who to follow · Refresh · View all

- Faith Church** @faithlafayet... **Follow**
- Faith Biblical Cnslg** @fbc... **Follow**

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. It features four tweets from various accounts, all related to job openings in Memphis, TN. Each tweet includes a profile picture, the account name and handle, the time since posted, the job title and employer, a link to the job listing, and the text 'Job Memphis'. Below each tweet are icons for replying, retweeting, liking, and bookmarking. The first three tweets are from 'Jobs Memphis @JobsMemphis1' and the fourth is from 'MCC Jackson @MCC_JacksonTn'.

Jobs Memphis @JobsMemphis1 · 2h
Executive Assistant - American Residential Services - **Memphis**, TN dlvr.it/Q4v1w2
Job **Memphis**

Jobs Memphis @JobsMemphis1 · 2h
Certified Medical Assistant (CMA) - Baptist Medical Group - **Memphis**, TN
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 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

Facebook

- ❑ Follow the pages of companies you wish to work for.
 - ❑ They often post job openings on their Facebook page.
 - ❑ Sign up for newsletters if they have this ability.
 - ❑ Build a relationship with the company.
 - ❑ After that relationship is built, it's OK to inquire about jobs.

Facebook

The image shows a screenshot of the Facebook page for Crosstown Concourse. The page header includes the Facebook logo, the name "Crosstown Concourse", and navigation links for "Home", "Create", and "Send Message". The profile picture is a red square with a white stylized "C" logo. The cover photo features a building with the text "CROSSTOWN CONCOURSE" overlaid in a grid format. The page includes a "Like" button, a "Follow" button, and a "Share" button. The "Create Post" section is visible, along with a "Photo/Video" button, a "Tag Friends" button, and a "Check in" button. The "Community" section shows a 4.8 rating based on 239 people's opinions, and lists 11,196 likes and 11,467 followers. A "Create a Page" button is located at the bottom left.

f Crosstown Concourse

CROSSTOWNCONCOURSE.COM

CROSSTOWN CONCOURSE

Crosstown Concourse
@crosstownconcourse

Home

About

Photos

Reviews

Videos

Posts

Community

Events

Info and Ads

Create a Page

Like Follow Share ...

Sign Up Send Message

Create Post

Write a post...

Photo/Video Tag Friends Check in ...

Photos

Community See All

Invite your friends to like this Page

11,196 people like this

11,467 people follow this

Tom Word and 24 other friends like this or have checked in

4.8 4.8 out of 5 - Based on the opinion of 239 people

LinkedIn

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



Getting Started



LinkedIn



The image shows a LinkedIn profile card for Mark White. At the top is a wide landscape photo of a grassy field with trees in the distance. Below the photo is a circular profile picture of Mark White, a man with glasses and a light blue shirt. To the right of the profile picture are three dots and a blue 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 his previous employer "Ministry Brands • The University of Memphis". Below that, his location "Greater Memphis Area" and the number of connections "500+" are shown. 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..."

Mark White

EVP of Church Management Platforms at Ministry Brands
Ministry Brands • The University of Memphis
Greater Memphis Area • 500+ 

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...

LinkedIn Tips

- ❑ Follow the company's page.
 - ❑ Job openings are almost always posted on their LinkedIn page.
- ❑ Before submitting your resume', look up the hiring manager's LinkedIn profile.
 - ❑ Connect if possible – most hiring managers are open to networking.
- ❑ Join groups in your industry
 - ❑ Participate in relevant discussions

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

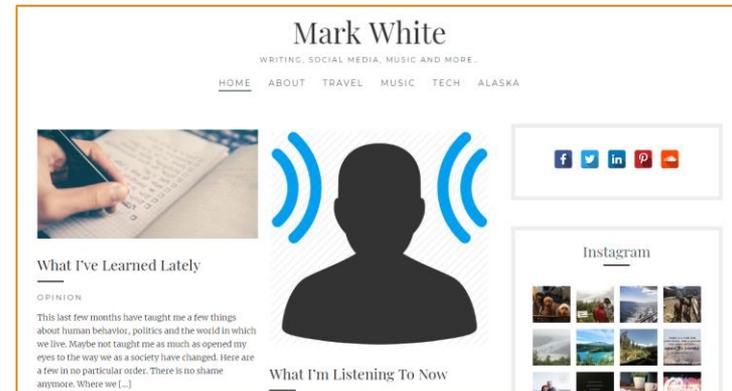
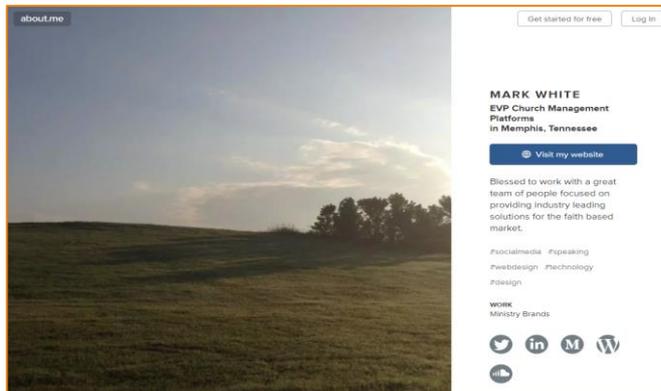
Create search alert

PREMIUM

Get ahead with Premium Career

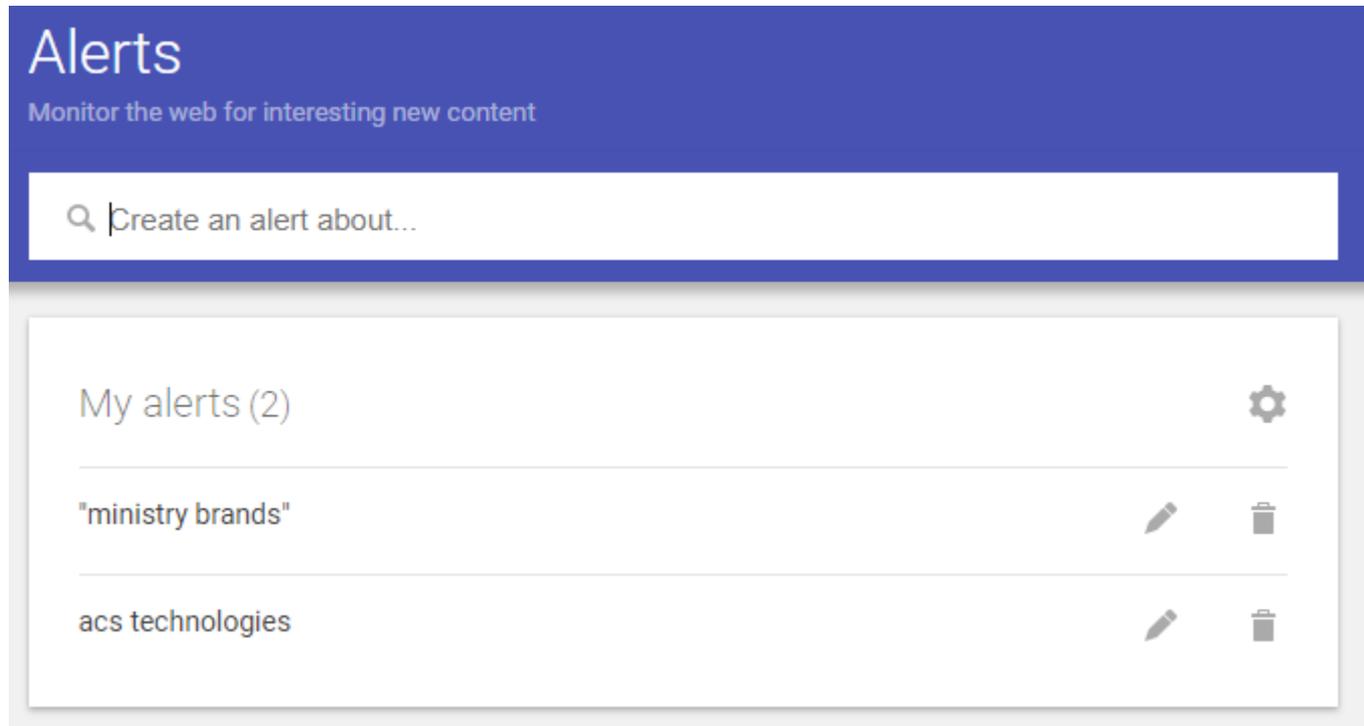
-  See who's viewing your profile
-  Learn skills with expert-led courses

Personal Landing Page/Blog



Google Alerts

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



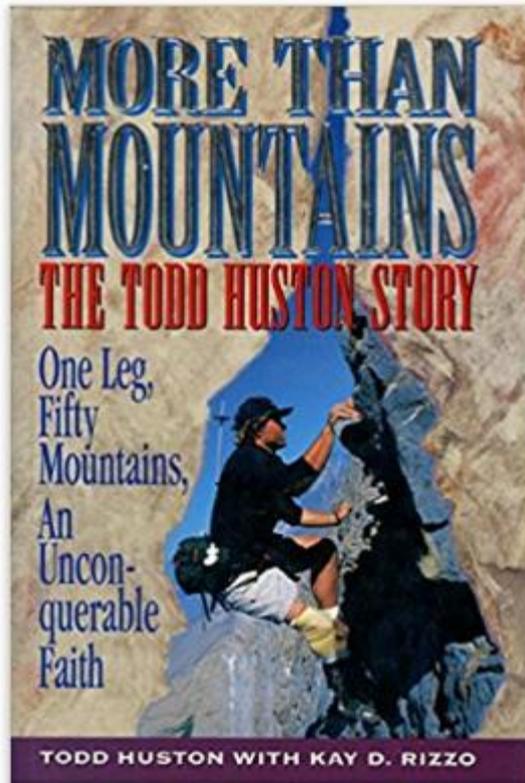
The screenshot displays the Google Alerts interface. At the top, there is a blue header with the word "Alerts" in white and the subtitle "Monitor the web for interesting new content". Below the header is a white search bar with a magnifying glass icon and the placeholder text "Create an alert about...". Underneath the search bar is a white box titled "My alerts (2)" with a gear icon for settings. This box contains two alert entries, each with a horizontal line above it. The first entry is for the search term "ministry brands" and the second is for "acs technologies". To the right of each entry are two icons: a pencil for editing and a trash can for deleting.

Alert Name	Edit	Delete
"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%



Todd Huston

More Than Mountains

One Leg, Fifty Mountains,
An Unconquerable Faith

Questions?

Download this presentation at

resources.mtwhite.net

Or email me at

mark@mtwhite.net

