

**Featured Presentation:**

*The Role Of Social  
Media In Your Job  
Search*



# **What Is Social Media?**

Forms of electronic communication (such as Web sites used for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

# Why Use Social Media In The Job Search?

- Networking
- Researching
- Branding

# Types Of Social Media (Technology)

- Facebook
- LinkedIn
- Job Sites/Search Engines
  - Indeed
  - Simply Hires
  - Glassdoor
  - CareerBuilder
  - MAJT Jobs Board
- Others???

# Facts (source 'Jobvite - 2016')

- 48% of all job seekers use social media to find a job
- 59% of all job seekers use social media to research employers

## ***Recruiters use Social Media:***

- 92% of recruiters are using social media
  - 87% use LinkedIn
  - 55% use Facebook

## ***Job Seekers Using Social Media:***

- 67% of job seekers use Facebook
- 36% of job seekers use LinkedIn
- 35% of job seekers use twitter

# Facts (source 'Jobvite - 2016')

*The use of mobile devices for job searching is increasing.*

*There is a high comfort level in using one's phone to search for jobs, anywhere, anytime.*

- 52% in bed (62% if 18-29)
- 37% at their current job (48% if 40-54)
- 31% in a restaurant

# 10 Ways to Use Social Media to Supercharge Your Job Search

## 1) Share your background

- Your profile is looked at while networking, resume during the hiring process.

## 2) Demonstrate your expertise

- Posting status updates, relevant articles adds credibility, commitment and passion for a specific subject.

## 3) Show some personality

- The tone of your posts, insights you produce, and articles shared show personality.
- Becomes part of your personal brand

# 10 Ways to Use Social Media to Supercharge Your Job Search

- 4) Research company culture
  - Follow for latest news and personality.
- 5) View long term career arcs
  - Research specific people/careers.
  - Look at profiles for the job you seek.
- 6) Identify management changes
  - Following a company on social media alerts you to changes within that company (when people come and go).



# 10 Ways to Use Social Media to Supercharge Your Job Search

## 7) Identify trends and hot topics

- Following companies on social media gives you news about the company, but also reveals trends and hot topics in that industry.
- Helps you comes across (while networking and interviewing), as engaged and up-to-date.

## 8) Approaching a cold contact

- Harder to get someone's email address, versus finding them on social media.
- This may be your most efficient means of approaching someone you want to engage.

# 10 Ways to Use Social Media to Supercharge Your Job Search

## 9) Follow up after initial contact

- After meeting someone, invite them to connect on social media. A logical follow up.
- Tagging them, quoting them, are ways to build the relationship.

## 10) Stay in touch

- Posting updates / tweeting, enable you to stay in touch with a broad network.
- Efficient and unassuming.

# Summary

***Social media is not just about job postings that are announced.***

- Useful for networking, research, and branding.
- 48% of job seekers using it....don't be part of the 52%!
- Pick a platform and start!

# **Social Media**

***??? Questions ???***