





**Rachel Evans, Coordinator**  
**Kate Childers, Administrative Secretary**  
**Career Services Center**  
**Bremer Hall 102**  
**319-296-4297**  
**[careerservices@hawkeyecollege.edu](mailto:careerservices@hawkeyecollege.edu)**

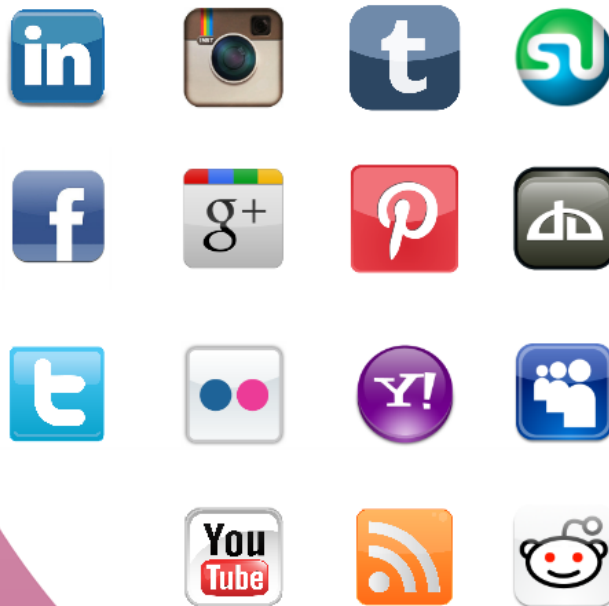


*[www.linkedin.com/in/rachelevans1/](http://www.linkedin.com/in/rachelevans1/)*



*[@RachelEvans101](https://twitter.com/RachelEvans101)*

# *What is "Social Media"?*



# Why social media?

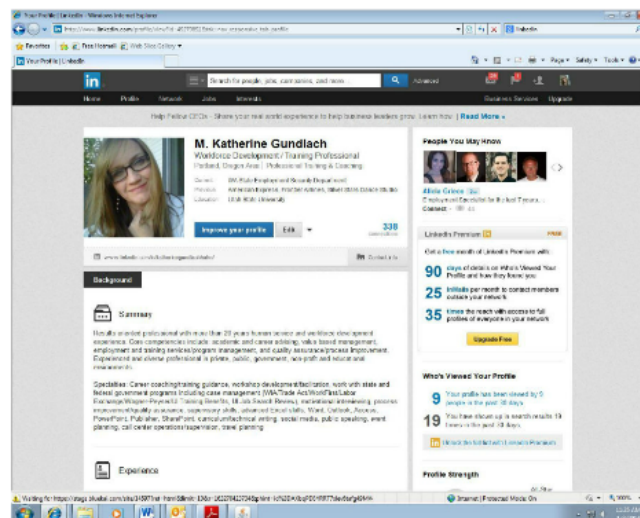
-  *To present a positive picture of yourself*
-  *To research companies*
-  *To network*
-  *To increase professional knowledge*







It has reached a point where it's almost unprofessional NOT to be on LinkedIn.



## *Create / update your profile*



- \* Complete and detailed
- \* Same information that is on your resume
- \* Photos should be professional (headshot)
- \* Make your profile public





## *Get and use connections*



The more connections you have, the more help you might receive in your job search.

Make sure connections know you well enough to be able to refer.

Be willing to help your connections as well.



## *Job search options*

Search by keyword, country and zipcode

Use Advanced Search Option to refine your search by adding experience level, company, job title, salary, and more...

LinkedIn will send you jobs you may be interested in via email

Use Company Profiles to find out about jobs with a specific company



## *Use recommendations and referrals*



See your connections to a company you are interested in working for.

Templates available for requesting referrals, but you should edit the message for personalization.

Some employers prefer that candidates have LinkedIn recommendations; they may also prefer recommendations through the network.



# Apply using your LinkedIn profile



## XYZ Inc

### Senior iPhone and iPad Developer

San Francisco, CA

Apply with LinkedIn 

Apply Now

#### Job Description

We are a consumer app start up that's backed by Vulcan Capital. Evri works as a discovery engine, delivering intelligent, real-time streams of information on topics that matter most at that moment: on the web and to the consumer. We uncover the most popular and trending stories, enabling consumers to share and engage with the stories they are most passionate about. We take great pride in what we do and the technologies we use. We're all about learning, growing, and sharing knowledge with our team.

#### Who are you?

You're an iOS rock star who has 2-3 years development experience. You love working on Mac's, and most importantly, write beautiful testable code. You'd





When you're applying for a job with a company that uses the Apply With LinkedIn plugin, you'll be able to apply directly for the position with your LinkedIn profile.

Click on the Apply with LinkedIn button, edit your profile, if need be, to be sure it's a strong match for the job you are applying for, before submitting.



Once you submit your profile, you'll see a list of your connections at the company who may be able to provide a referral for the job.

In addition, you can manage your job submissions using the Apply with LinkedIn button when you go to your LinkedIn.com "Saved Jobs" tab to view the jobs you have applied for.

## *What NOT to include*

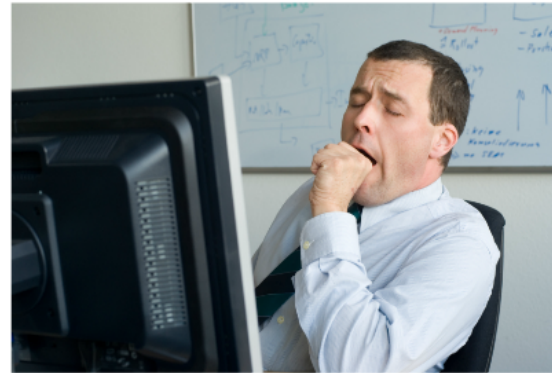


When you're creating a LinkedIn profile, it's important to stand out from the job searching crowd. You don't want your profile to read exactly like everyone else's profile



*Top 10 terms that are overused by  
professionals based in the United States,  
courtesy of LinkedIn*

1. Responsible
2. Strategic
3. Creative
4. Effective
5. Patient
6. Expert
7. Organizational
8. Driven
9. Innovative
10. Analytical





# Facebook



As of the First Quarter in 2013, Facebook has 1.11 billion users and is by far the largest social media platform

Jobseekers haven't really considered Facebook to be a viable jobhunt method. But that mentality is shifting...



## *Take a good look at your profile*



Your picture should be a simple head shot

Clean up any questionable posts/reread your timeline/hide inappropriate updates

Use the first 140 characters in the "About" section to describe who you are professionally/make sure this section is visible to the public



*"Like" employers, and  
friend or follow leaders  
in you industry*



Employers also use Facebook to showcase available positions (look for an app on their page that says "Careers" or "Now Hiring")

Get the newsfeeds of companies you want to work for and subscribe to the content of industry leaders you are interested in by 'liking' their page



## *Use #hashtags*



A hash mark (#) used to identify a keyword or topic of interest to facilitate searches

Opens up new resources, users, companies, app, etc. you may not have otherwise known about. Combine with new 'graph search'

Industry-based or general, for example, #jobsearch, #hiring, #careers, #helpwanted, etc.



For local job seekers:

**Group: Waterloo Cedar Falls Help  
Wanted**

Employers post jobs

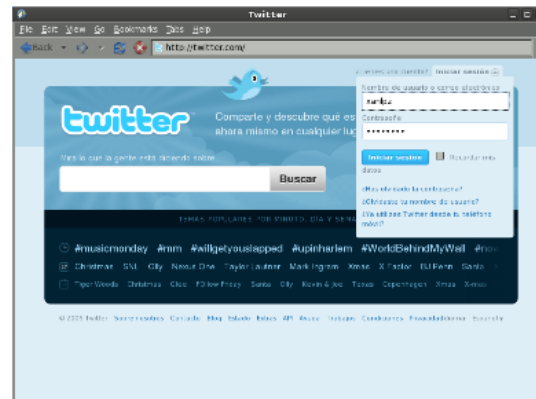
You can also post what you are  
seeking.

Stay professional!!!

# Twitter



In 2012 26% of job seekers said they were using Twitter to find work. Last year that number jumped to 34% and it is expected to keep rising



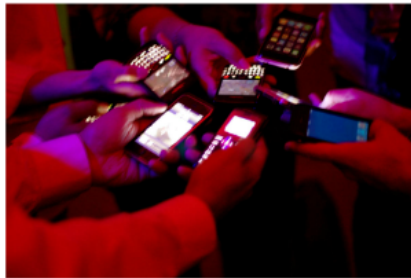
*Keep it professional*



Put your 'elevator pitch'/60 second commercial  
in your bio (a shortened version)

Use a professional avatar/picture

Consider a second account for personal information  
and 'tweets'



*Start following people  
and institutions*



Follow directly from Twitter or links from  
websites/Facebook

Find industry experts and follow; utilize  
'suggestions'

Tools like 'Twellow.com can help





## *Establish yourself*



Use hashtags with job title or areas of expertise in your profile

Use status updates to tweet about industry topics, tips, advice

Original material and/or retweeting articles of interest



*Keep it interesting*



## *Searching for jobs*



Get job tweets from those you 'follow' (job boards, industries and companies). Use applications such as "tweetajob"

Use hashtags in your Twitter searches with job titles, industries and companies (#headchef, #airlines, #macys)

Add a link to your online resume (such as LinkedIn profile connection)



# *Pinterest*



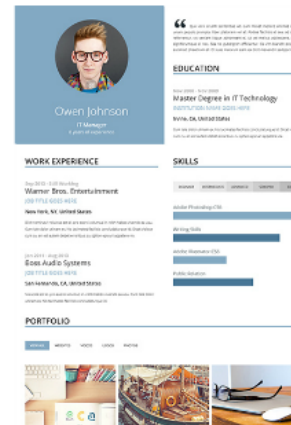
Now that Pinterest is a full-blown cultural phenomenon, people have started considering it for uses other than recipes, home decor and the latest fashions.

# 'Pin' Your Resume



The goal of pinning your resume to Pinterest is to get it shared throughout the site!

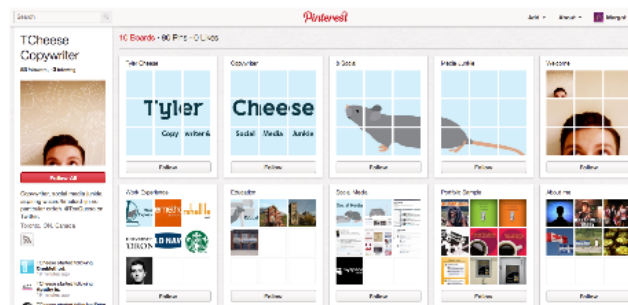
-  Eye catching
-  Compelling
-  Error-free




# Create a Resume 'Pinboard'



Create an entire board that represents the different parts of your resume with different pins.!



-  Pictures of companies you've worked for, schools attended, places volunteered, hobbies you enjoy
-  Projects or industry related photographs



### *Follow Career Experts*

"CareerBliss", "The 405 Club", college career offices

### *Link to Your Pinterest Resume*

Add to your LinkedIn portfolio, Facebook and Twitter profiles AND your paper resume; business calling cards

### *Be Inspired in Your Job Search!*

If nothing else, use it for it's original purpose-  
for personal inspiration!!!

# Instagram



Out of 130 million people on Instagram, there could be companies and recruiters out there who want to hire you!

## Content Strategy

Photos of you working  
At least 10 photos of you doing your job  
Photos of company where you worked  
Photos of products or services  
Photos of your references or clients  
The more you post, the more you get seen

## Networking Strategy

Find a mentor and post about them  
Post about your own achievements  
Post about your own business  
Post about your own products or services  
Post about your own references or clients  
The more you post, the more you get seen

## Wrapping it up...

Use the platform to connect with  
people who can help you grow your  
business  
Check the company's social media  
posts and see if you can connect with  
them  
Remember to use your smart phone to  
connect to social media as well





# *Content Strategy*



Photos of you working

15 second videos of you demonstrating your skill

Photos of companies where you worked

Photos of attendance at professional conferences and/or industry related events

Test images of industry related comments

*Use notes app on iPhone for longer text posts*

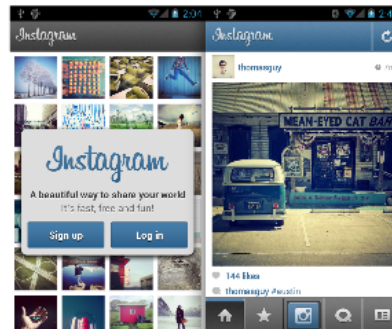
# Networking Strategy



Find companies and people of interest in your industry and follow them

"Like", comment and share like interests; use hashtags where applicable

Take advantage of unique tools: "ReciteThis", "Nitrogram50", and "Statigram/Iconosquare"



## *Wrapping it up...*

Check out additional social media for job search; and don't forget YouTube! (especially for 'video resumes')



Check for consistency in all social media profiles and pictures; make sure it matches your resume

***Remember to use your smart phone to connect to social media as well!***

*...many apps available on Android and iPhone*





