

Social Media Networking

We like to connect with one another, and social media is one avenue that offers this collaboration through the intersection of technology and human interaction. Social media has become a fast and cheap “background check” employers use before applicant interviews. Employers use social media to evaluate:

- Your written communication skills
- Your work history & education
- Your industry knowledge
- Your use of profanity
- How you spend your non-working time
- How you might fit into their company culture

Social media can connect you to people or businesses of interest locally, nationally and internationally. Build relationships with key influential people in your industry that you may not otherwise meet. Your network connections will be accessible and can stay current with your professional updates.

Social media platforms have also become the first source for news and events. There are many industry professionals who share articles about the current state of business, marketing and innovation.

LINKEDIN

[LinkedIn](#) is the #1 social network used by recruiters. If you have time for only one social network for your job search, LinkedIn is the one. With LinkedIn you can gain potential networking connections, reach out to old connections and search for jobs (while creating job alerts). You can research companies of interest to learn about who works there, current openings, news, products, services, culture and operations.

LinkedIn Resources:

- [LinkedIn Guide](#) | start here to craft your dynamic LinkedIn profile.
- [LinkedIn Job Search Guide](#) | tactical toolkit to put you in the career driver’s seat.
- [Effectively Improve Your Profile](#) | provides 22 tips to grow your LinkedIn influence.
- [Improve Your Experience Section](#) | gives 12 tips to enhance your LinkedIn work experience section.

FACEBOOK

[Facebook](#) is the second most popular social network for recruiters. 55% of employers use Facebook in their recruiting. If used appropriately, job seekers can benefit from Facebook by:

- Demonstrating social media savviness
- Demonstrating skills & expertise
- Expanding your network to connect to a new job

Facebook Resources:

- [Use Facebook to Get Hired](#) | gives 5 ways to leverage Facebook for your job search.

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TWITTER

[Twitter](#) can be an excellent resource for your job search. Benefits include connecting to new people, organizations, ideas and jobs, building your online reputation, and bringing you to the attention of employers. Here are keys to become a Twitter Job Search "Power User":

- Create a professional, public Twitter account for job searching
- Focus on appealing to employers looking to hire someone like you
- Don't post anything personal (use a separate account in private mode)

Twitter Resources:

- [Twitter for Job Search](#) | shares 4 steps to leverage Twitter for your job search.

ONLINE REPUTATION MANAGEMENT

With 92% of organizations recruiting via social media, it's essential that your online presence is professional and reflective of your experience, skills and abilities. When seeking new opportunities or making a career change, your online image can help set you apart from other applicants. You can even improve your reputation if you're connected with industry leaders on social media.

Employers also use social media to find qualified applicants, which is often a faster and cheaper way to find good job candidates than posting a job:

- 94% of hiring managers and recruiters are on LinkedIn
- 77% of recruiters vet/hire candidates using LinkedIn
- 68% of recruiters use Facebook to find talent
- 48% of recruiters utilize Twitter to search for candidates
- 46% of recruiters use Instagram to find/vet talent

Recruiters also utilize social media to conduct background checks, quickly screen candidates and regularly assess their employees:

- [88% of employers would fire an employee for posting certain kinds of social media content](#)
- 80% of recruiters Google your name during applicant vetting
- 70% of recruiters reject candidates based on inappropriate photos/comments/sharing
- 65% of employers use Facebook as a candidate background check

As a professional, it's your job to have a positive online presence and appropriately manage your social media.

Online Reputation Management Resources:

- [Online Hiring Screening](#) | tips for passing social media screenings.
- [Virtual Networking Workshop](#) | examples of online reputation management.