

SOCIAL MEDIA AND YOUR JOB SEARCH

Professional Development Workshop Series

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What do Facebook, LinkedIn, Twitter, and your resume have in common? They all relate to your job search and all three are important tools to use while networking and looking for a job.

A 2016 Jobvite Survey of more than 1,600 HR Professionals found that 50% of companies use social media to support recruitment (second only to employee branding). According to an earlier Jobvite survey from 2010, 55% of the HR professionals hired a staff member through a social network. Of that 55%, 60% were through LinkedIn, 27% through Facebook and 14% through Twitter. You cannot afford not to get involved!

This 2016 survey also states what social media platforms recruiters use to *evaluate* a candidate. Most recruiters rely on LinkedIn to vet candidates (87%). Facebook (43%) and Twitter (22%) round out the top three sources recruiters look at. Make sure you know what content “lives” on the web and is connected to you! Forty-seven percent of recruiters view photos involving alcohol consumption negatively, and 60% view oversharing on social media negatively.

Also note, social media use goes both ways in the job search 59% of job seekers research company culture using social media.

This handout reviews how to use Facebook, LinkedIn, and Twitter for your job search. If you have additional questions, please email us at Careers@northpark.edu.

Facebook

Facebook is a fun tool to keep in touch with friends and family. Keep in mind that depending on your setting, potential employers and networking contacts can also see your profile! Review your profile and answer the follow-up.

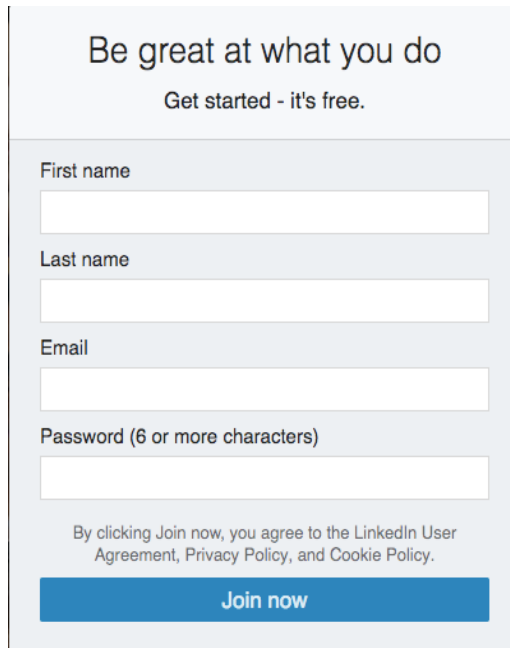
1. Look at your wall—what have you written in the last several months? Click through a few screens to get a good sampling.
2. Would you be comfortable explaining your status updates to your grandmother? To younger sibling or the kids you babysit? If not, consider removing the post.
3. What about pictures? You need to be aware of the pictures that you posted of yourself, and ones posted by others. If you are not tagged in other’s pictures, they cannot be traced to you. Otherwise, consider untagging yourself or removing any pictures that might be questionable. Ask yourself, could someone who did not know me draw negative conclusions about me from this picture? Be honest with yourself.
4. Review your profile page. Have you said anything inappropriate, rude, or profane?
5. This is not a mission to remove your personality, but you need to think carefully and be aware of your presence.

6. Lastly, check your settings to see if your page is searchable. You can check this by typing your name into the Google search bar to find out. Also check whether friends of friends can see your information and consider whether you want people to be able to find you that easily. Review or adjust your security settings as you see fit.

LinkedIn

Have you heard of LinkedIn before? Maybe you heard of it but don't know what it is. Maybe you even have an account but haven't ever used it and don't know what to do with it. This section will help you.

- LinkedIn is a professional networking site, much like Facebook, but for job and professional contacts, rather than buddies. You set up a profile, link to people, and can post status updates much like Facebook.
- Setting up an account is easy. The link below takes you to a walkthrough on signing up: <https://www.linkedin.com/help/linkedin/answer/53724/using-linkedin-the-basics?lang=en>.
- Once you're ready to begin an account, here's the opening page at www.linkedin.com:



To join LinkedIn and create your profile:

1. Go to the [LinkedIn sign up page](#).
2. Click the prompt which you're most interested in.


- Note: At this time you can't select more than one interest.
3. Type your first and last name, email address, and a password you'll use.
 - Note: You must [use your true name](#) when creating a profile. Company names and pseudonyms are not allowed, as explained in the [User Agreement](#).
 4. Click Join now.
 5. Complete any additional steps as prompted.

To sign in:

1. If you already have an account on LinkedIn, you can sign in from the login page at <https://www.linkedin.com/uas/login>.
2. Enter the email address that's registered to your LinkedIn account and your password.
3. Click Sign In.

Note: If you already have an account and you sign in from www.linkedin.com, don't click the Join Now box. This may create a duplicate account. You just need to enter your email address and password at the top of the page, and click the Sign In box.


To sign out:

1. Click the  Me icon at top of your LinkedIn homepage..
2. Select Sign out.

If you don't see the Sign out option, you may need to [enable JavaScript on your browser](#).

There are several ways to find people you may know on LinkedIn:



- You can enter your email address in the See who you already know on LinkedIn box to [import your email contacts](#). From there you can invite them to connect.
- Through the [People You May Know](#) section.
- Through our [Alumni](#) page to see people you went to school with.
- Search for someone from the search bar on the homepage.

You can also search for someone from the  Search bar on the homepage. To filter your search results:

1. On the search results page, ensure the People tab is selected.
2. You can select advanced filters on the right side of the page below Filter People by.

Note: You can invite someone to connect from the Search results page or on their profile.

To edit existing content on your profile:

1. Click the  Me icon at top of your LinkedIn homepage.
2. Click View profile.
3. Scroll to the section you'd like to update and click the  Edit icon.
4. Click into the applicable field and add, edit, or remove text.
5. Click Save.

The Basics:

- Post your resume' in sections on your LinkedIn page. This way, your professional experience is already listed there and is searchable, allowing your profile to serve as a sort of web page.
- Consider posting a picture on your profile. Profiles with photos are viewed 21 times more and receive nine times more connection requests (Business Insider, 2017). You might choose to do so, allowing recruiters to recognize you, or you might choose not to in order to limit your physical appearance from impacting what others think of you. If you *do* choose to post a picture, make sure it is a presentable, clear, and well-cropped image.
- “Link” with people you know—professors, classmates, internship or job contacts, family friends, etc. Don’t link to anyone you wouldn’t want to associate yourself with.
- When inviting someone to link with you, LinkedIn will supply a template. Personalize it; change the wording, and make it sound like you. It should include why you want to link with them, a reminder of how they know you, and an offer to help them with networking.
- Ask previous job or internship contacts whom you are linked with for recommendations. Based on your relationship (like peer, friend, manager) the person can write positive things about your performance or work habits. These will be posted and public on your profile—like references always ready to be seen and demonstrate your value!

The Next Level:

- Use the Advanced Search feature to search for people who work at companies you are interested in, to search for specific people to network with, and to find out more about companies from their profiles. You can even search by job title, and learn about the resumés and professional backgrounds of people in a type of job you want, learning what steps you might need to take to get there!
- Job openings are posted on LinkedIn. Click the Jobs tab in the top navigation bar and then click Find Jobs. You can search by keyword or job title.
- You can form new connections to people you don’t know. This is a *great* tool for networking. Once you have the person’s profile up and if you are connected to them, through different degrees of contacts, on the right-hand side click “get introduced through a connection” and fill out a form with the email message you want to send to the new contact. The emails will trigger a chain reaction, and you can “meet” the new person!

Wrap Up:

- You can use LinkedIn to:
 - Connect to colleagues, friends, mentors, internship supervisors, professor, etc.
 - Include job experiences, and list your resumé in a searchable, professional way
 - Request and display recommendations from contacts saying how great you are
 - Use the Advanced Search function to search for people connected through your network to organizations you are interested in learning about or working for
 - Find posted job openings (search by company name or job title)
 - Connect to recruiters and temp agency staff members (search and “link” with individuals)
 - Join professional associations related to your industry or role
 - Stay connected to networking contacts throughout your job search
- Make sure to use LinkedIn for professional inquiries, and you are well on your way to finding a job!

Twitter

Here are some helpful hints from Mike Mirza, a former employee in North Park’s University Marketing and Communications Department.

- Think of your Twitter feed not as a log of daily activities, but as a micro-blog for ideas, links, and conversation.
- You can mention other people in posts, as well as "retweet" something to your followers that someone else said. Both are valuable for networking and sharing more content.
- Note that tweets that start with a mention will only be seen by other people who also follow that person. Use this as a reason to interact more--don't worry, you won't fill up other people's stream with a conversation not relevant to them. A work-around to make these public is to put a period before a mention if you really want to start a tweet with a mention.

- Because of the networking and sharing nature of Twitter, do NOT lock your profile. Then, because your profile is public, make sure to post things you would be OK with potential employers seeing!
- As for content, broad and impersonal content has a broader share appeal, but it's also good to reflect some personality, wit, and character whenever possible. Find the balance.
- "Following back" your followers is not necessarily expected of you, but if you get followed by people in your industry or who might be good for networking with, follow them back.
- Be concise and smart with wording. Use link shorteners like <http://bit.ly> to save characters.
- Social media is just that: social. Don't use Twitter to just shout into the darkness, but converse! Reply to posts from followers and people you admire, ask questions, use searches to research and find new topics, and more.
- A phrase that starts with a # is called a "hashtag." Adding these phrases submits tweets into message-board like conversations based on those topics. This is the best example of using Twitter on a public scale.

Contact Career Development and Internships to learn more about related topics such as Professional Communication, Building a Winning Resume, and Interviewing and Networking tips! Email us at Careers@northpark.edu today!

Sources:

2010 Jobvite Survey

Jobvite Recruiter Nation Report 2016 (Annual Social Recruiting Survey from www.jobvite.com)

Business Insider's article, "How to make a LinkedIn page that wows recruiters, according to the guy who just overhauled its design" By Richard Feloni and Skye Gould, March 29, 2017

LinkedIn. <https://www.linkedin.com/help/linkedin/answer/53724/using-linkedin-the-basics?lang=en>



LinkedIn Profile Checklist

PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

SUMMARY: Describe what motivates you, what you're skilled at, and what's next.

EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

David Xiao
Econ Major and Aspiring Financial Analyst
San Francisco Bay Area | Financial Services

Profile: Berkeley Ventures
Education: University of California, Berkeley

153 connections

www.linkedin.com/in/davidxiao

Background

Summary
I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?
As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing someone's up-and-coming company.

Experience

Venture Capital Internship BERKELEY VENTURES
Berkeley Ventures
May 2013 - September 2013 (5 months) | Berkeley, CA
Conducted research on 50 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.

Organizations

Berkeley A Capella
Lead Singer
March 2012 - Present
Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Sanitized game.

Continued >>

EDUCATION: Starting with college, list all the educational experiences you've had - including summer programs.

VOLUNTEER EXPERIENCE & CAUSES: Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

SKILLS & EXPERTISE: Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

HONORS & AWARDS: If you earned a prize in or out of school, don't be shy. Let the world know about it!

COURSES: List the classes that show off the skills and interests you're most excited about.

PROJECTS: Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

RECOMMENDATIONS: Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Education

University of California, Berkeley
Economics, B.A.
2010 - 2014 (expected)

Volunteer Experience & Causes

Big Buddy
Skyline High School
September 2012 - May 2013 (9 months) | Education
Mentored an Oakland high school student through the college application process, helping him get into his dream school.

Skills & Expertise

Most endorsed for...

- 12 Economics
- 11 Start-ups
- 10 Due Diligence
- 10 Venture Capital
- 10 Management

Honors & Awards

The Achievement Award Program
UC Berkeley
Four-year scholarship awarded to community-minded students with a proven track record of academic success.

Courses

University of California, Berkeley

- Microeconomic Theory (econ 101A)
- International Monetary Economics (102)
- Public Economics (230A)

Projects

Venture Capital Financing in India
May 2013

For our International Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing the nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members

- David Xiao Econ Major and Aspiring Finance Analyst
- Paul Smith Student at UC Berkeley

Recommendations Received (3)

Venture Capital Internship
Berkeley Ventures

Tim Lee
Partner

David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergraduate as interns but after working with David, we will again!

November 15, 2015, Tim managed

Want more LinkedIn tips for students? Check out students.linkedin.com

