

Job Searching through Social Media



Social Networking Can Help or Hurt You!

Personalized pages on Facebook, LinkedIn, YouTube, about.me, Pinterest, Google+, and Twitter can help or hurt your chances of getting a job. Many employers look at a candidate's social media pages before making hiring decisions. You can help yourself by accentuating the positive, showing your strengths and uniqueness, and displaying a winning attitude.

While social networking sites present excellent opportunities for finding jobs, they also give employers, both current and prospective, opportunities to learn more about you. Below are items to avoid having on your social media pages:

- Inappropriate pictures of yourself or friends with alcohol, illegal drugs or sexual acts. Any pictures that may show a poor judge of character should not be displayed.
- Offensive and inappropriate words or comments
- "Friends" with inappropriate pages, photos, or language. You could be found guilty by association.

Tips for building your professional network via social networking sites:

- Invite past and present classmates, supervisors, professors, and other professionals to your network contacts
- Include appropriate pictures, accolades, and recommendations
- Inform your contacts when you are job searching (message only)
- Revise your profile often
- Join professional groups that related to your field or interest
- Join alumni networking groups from your college and high school
- Periodically message people in your network with similar career interests



What is LinkedIn?

The world's largest professional network at 225 million strong. LinkedIn is where you can connect, find, and be found; power your career; and learn/share things you need to be great at what you do.

LinkedIn Guide Videos:

[What is LinkedIn?](#)

[Building Your Professional Brand](#)

[Researching and Prepping for Interviews & Other Opportunities](#)

[See more LinkedIn Guide Videos under Social Media](#)