

# Using Social Media to Job Search

(adapted from University of Georgia Career Center)



## Career Services

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Most people use social media sites like Facebook and Twitter to connect and socialize with friends. But they don't realize what effective tools these sites can be in the job search process, so using them is your chance to get ahead of the game! According to Jobvite, 92% of US companies used social media and networking to find talent in 2015. Employers use social networking sites to promote their organizations, giving students easy opportunities to network and to discover connections they didn't realize they have. Networking is the most common way people find and land jobs; don't underestimate the power of social media.

## LinkedIn

LinkedIn intentionally allows people to network professionally. While you can use the website's search feature to find posted jobs and review company information, there are more subtle and effective ways to connect with potential employers. Here are some steps to help you towards your career goals:

**Create a profile.** Post your education, experience, and other resume-type information. Customize your header to state your field, industry, or what you are seeking. Load the Summary section with good, searchable keywords that describe your experience. Include solid bullet points – achievements, things you've learned, outcomes, etc. Use the Skills section. Request recommendations – a great way to do so is by first writing a recommendation of your prospective recommender. Add a professional photo.

**Join targeted groups,** like alumni groups and industry groups that fit your interests. Ask people within these networks for leads or advice. Reciprocate and share information you find in return. A good strategy is "give to get."

**Network** by finding people you know, joining groups, and following company pages. ALWAYS customize requests to connect by adding a personal message that reminds your prospective contact how you know him/her.

**Research companies** by checking out their LinkedIn Company Pages. Each page provides a wealth of information about an organization's operations, employees, locations, available jobs, company culture, and more. Plus, when you visit any of the 150,000+ Company Pages, you'll see how you are personally connected to people at that organization. Then you can reach out for advice or to request informational interviews and referrals to open positions. Not connected to anyone at your target company? Try looking for new connections in a group (e.g. alumni, industry, or interest).

**Correspond with and maintain your network.** Update your status often. Post links to interesting articles. Comment in discussions and ask questions. Seek out new connections. Be active in seeking out recommendations. Profiles which are filled out 100% (must include photo and recommendations) show up higher in searches.

You can access more advice on using LinkedIn via handouts at Career Services or on our website at:

<http://www.southwestern.edu/offices/careers/jobsearch/networking.php>



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**Past** Student at University of Granada   
Intern with House Committee on Redistricting at Texas House of Representatives   
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**Education** Southwestern University

**Recommendations** 1 person has recommended Kate

**Connections** 80 connections

## Facebook

Facebook is the most used social networking service in the world. While your friends are posting pictures of their vacations, you can put yourself several steps ahead in the job search by using Facebook to help promote your professional "brand."

**Create a custom "cover" image** for the top of your profile. First impressions are important!

Go through your timeline and **add professional highlights.**

**Monitor** what others post about you or tag you in. Make sure you are presenting a professional image. Remove anything you would not want your grandmother to see.

**Use the "view as" button** to check content visibility and put yourself in a potential employer's shoes. Despite privacy controls, be assured that an employer who really wants to see your profile can find a way to do so.

**Join groups and like pages of companies or organizations** in which you have an interest. Look for "Students," "Careers," or "Jobs" tabs on their pages. DO NOT post "Do you have an internship/job opening?" but DO share content on their wall, make comments, and "like" their status updates, if appropriate. Getting a job from someone with whom you've established a relationship is much easier than getting a job from a complete stranger.



## Twitter

Twitter allows users to read and post micromessages of 140 characters ("tweets"). Organizations are using Twitter more and more to tweet job postings rather than advertising through more traditional means.

**Create a professional bio** with your name, major, graduation date, certifications, interest areas, and other relevant information.

**Identify and follow industry leaders and professional connections.**

**Search for jobs** with the Twitter search bar.

**"Retweet"** useful tweets.

**Respond** to what other users post and actively contribute to conversations.

Want more help? Google "Use Twitter for Job Search" and find various articles with basic advice on using Twitter and specific tips for job searching. An example is: "How to Use Twitter to Find a Job" at <https://biginterview.com/blog/2015/03/twitter-jobs.html>.

## Pinterest

A web-based bulletin board where users pin pictures and images of their interests and inspirations, like clothes, food, crafts, etc. For your job search or career exploration, the more networking the better. Pinterest is another powerful way to connect with people, learn about companies and their cultures, and pump yourself up for career success. You can use it in your job search to:

**Find and follow companies** you want to work for (many are using Pinterest to market) to get a sense of the company's culture, priorities and overall tone. These insights can help you craft standout, tailored job applications that show you've done your homework and understand the company.

**Put your resume on Pinterest as a portfolio.** Especially in fields where creativity is required, a portfolio-based resume can be a great way to showcase your experience. Create boards for your volunteer, leadership, research, internship and work experience; awards and accomplishments; degrees or classes; a portfolio of your work; and even your hobbies and interests. As long as you have or can find pictures demonstrating these things visually, you can create an eye-catching Pinterest portfolio to share with employers.

**Follow college career offices.** Some college career services have started brilliantly using Pinterest to give expert job advice to college students and recent grads. You can follow any schools using Pinterest, such as the University of Pennsylvania, the University of North Carolina-Chapel Hill and Bucknell University. These offices have pin boards for professional dress, job search tips and career research.

**Follow career experts.** Independent career experts are using Pinterest to help job seekers.

**Use Pinterest to inspire yourself.** When you're in the middle of a job search, or just trying to figure out what you might want to do in life, it's easy to forget about what makes you happy. Create pin boards to explore your dream job and anything else that inspires you, career-related or not. Stare at your motivational eye candy for a few minutes before going to a job interview to put your mind in a happy, confident place.

(adapted from: "5 Ways Pinterest Can Help Your Job Search," <http://www.glassdoor.com/blog/5-ways-pinterest-job-search/>)

## Additional Resources

Hopefully by now you have noticed some useful patterns. On any social media site, you want to create a profile that furthers your online "brand." These days, it's almost a given that organizations will look for your web presence for "evidence" of your skills, experiences, accomplishments, etc. Be sure that web presence gives your contacts and potential employers a positive first impression. Find new connections and make use of existing ones – actively correspond and "put yourself out there." And, as in the real world, always be professional. This means no profanity, no inappropriate dialogue or pictures, no extreme religious or political opinions, and good grammar, spelling and punctuation.

Career Services offers a variety of books in our Resource Center with more advice on social media in the job search, including:

- *How to Find a Job on LinkedIn, Facebook, Twitter, Myspace, and Other Social Networks*
- *Job Hunting Online*
- *The Twitter Job Search Guide*
- *The Power Formula for LinkedIn Success*
- *LinkedIn for Dummies*

Additional social media sites that may be of use in the job search include:

- **Bitly:** Allows you to create and share links and QR codes (an easy way to share your resume!)
- **Hootsuite:** A social network manager that displays all of your social networks on one dashboard and schedule and make posts to go out on multiple networks.



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