



# Ready Reference D-16

## Using E-Networking For the Job Search

### Using E-Networking for the Job Search

The increasing popularity of social networking sites has changed the face of the job search in many ways. According to a recent survey by CareerBuilder.com, approximately 45% of employers utilize social networking sites such as LinkedIn, Twitter, and Facebook to find out more about potential employees. Job seekers can also utilize these sites to network with professionals and peers in their target fields; learn more about companies and job openings; post information about current research, projects, or publications; and to create a professional public image (also called “e-image”). For more information about managing your e-image, see Ready Reference D-15.

#### **LinkedIn** - [www.linkedin.com](http://www.linkedin.com)

Connects past and present colleagues/classmates; professional alternative to other social networking sites.

#### **Job Search Tools**

- *Recommendations*—Feature provides potential employers with positive references from contacts within your network.
- *Introductions*—Allows you to ask a person in your network to introduce you to one of their contacts, thus expanding your network.
- *Search Engine Optimization (SEO)* - Allows your profile to show up in Google results.

#### **Six ways to Use LinkedIn for Your Job Search:**

1. *Profile*—Follow the steps to complete your profile.
2. *Groups*—Search for groups within your company, industry, university, etc.
3. *People*—Search for contacts, leaders or employees within your target industry.
4. *Jobs*—Provides a link to an exclusive job board that includes company contact information.
5. *Answers*—Search questions or relevance to your needs. Also allows you to offer your own answers.
6. *Companies*—Categorizes companies and shows which companies have posted job opportunities.

#### **Helpful LinkedIn Resources:**

The Linkulator:

<http://www.socialmediasonar.com/score.html>

LinkedIn Grad Guide:

[grads.linkedin.com](http://grads.linkedin.com)

#### **Twitter** - [www.twitter.com](http://www.twitter.com)

Blogging site that allows you to answer the question, “*What are you doing?*” in 140 characters or less.

#### **Your Twitter Profile**

- Use your real name or a shortened version for your username to keep it professional.
- Complete your 160 character biography line.
- Provide a URL to visit for more information (i.e. your web address).
- Include a professional picture of yourself or use a Twitter icon.

#### **Use Your 140 Characters to Tweet About Your:**

- Job search
- Target industry
- Projects, research or articles
- Keep Tweets professional by posting things like “*See my latest blog on optics research at . . .*”  
**NOT** “*Just ate dinner and am now ready to take a long nap then watch some television.*”

#### **Following Others and Generating a Following**

- Follow companies and professionals in your target industry or field of interest.
- Include your Twitter URL in your email signature to encourage more people to follow you.

#### **Helpful Twitter Resources:**

Twitter Grader:

<http://twitter.grader.com/>

Twitter User Guide:

<http://mashable.com/guidebook/twitter/>

Twitter Help Center:

<http://twitter.com/help/start>

## Facebook - [www.facebook.com](http://www.facebook.com)

Primarily social networking site; however, new applications and features for the job search are now available for use by employers and those searching for a job or internship.

### Your Facebook Profile

- Use an elevator speech for your Info page and keep content relevant to your job search.
- Provide links to updates about projects, articles you've written, etc. to establish a professional image.
- Include appropriate pictures of you, discuss books you've read, areas of interest, etc.
- Use the Update Status area to inform others that you are searching for a job.

### Building Your Network

- Conduct a search of classmates, coworkers, and acquaintances by name.
- Look at your existing network of friends and network with mutual acquaintances.
- Join groups that relate to your major or target industry, including areas of specialty and research.

### Networking Through Facebook

- Use your existing friend list to make contact with professionals in your area of interest.
- Join groups that relate to your industry or field of interest (tip—use the Business Link on the Groups page to find links for companies, employment and work, etc.).
- Don't be pushy when approaching a potential contact - allow the relationship time to develop.
- Remember that putting your career goals as your interest will attract others with similar interests.

### Job Postings on Facebook

- Websites such as *Monster.com* and *CareerBuilder.com* have pages on Facebook that allow users to view job listings, links to resources, discussion boards, blogs, etc.
- Keep in mind that these are third-party sites and should only be used as a resource or starting point.
- Search for company websites and either become a Fan or a Friend of the organizations that are of greatest interest to you.

### Helpful Facebook Resources:

Facebook Grader:

<http://facebook.grader.com/user>

### General Social Networking Resources:

#### Social Media Recruitment Test

<http://mashable.com/2009/04/08/social-media-recruitment/>

#### Online Identity Calculator

<http://www.onlineidcalculator.com/>

#### Top 10 Social Sites for Finding a Job

<http://mashable.com/2009/02/24/top-10-social-sites-for-finding-a-job/>

#### Mashable: The Social Media Guide

<http://mashable.com/social-media/>

#### Advancing Your Career Through Online Social Media (Quintessential Guide to Job Search 2.0):

[http://www.quintcareers.com/Quintessential\\_Careers\\_Press/Job\\_Search/](http://www.quintcareers.com/Quintessential_Careers_Press/Job_Search/)

#### Career/Social Networking from About.com

[http://jobsearch.about.com/od/onlinecareernetworking/Career\\_Social\\_Networking.htm](http://jobsearch.about.com/od/onlinecareernetworking/Career_Social_Networking.htm)

### Social Networking Do's

- Use Facebook for social networking and others (such as LinkedIn) for professional networking
- Be consistent from site to site
- Set your social networking profiles to private
- Make sure your photo albums are private or set them so that they can only be viewed by your friends
- Utilize an elevator speech on your profile
- Include a professional photo (or none at all)
- Create a professional user name
- Clean up the content of your profiles
- Make professional connections to develop your network
- Use links to showcase your skills and tags for keywords

### Things to Avoid

- Discussing controversial topics in a public forum
- Being pushy or asking for a job
- E-stalking a contact or potential contact
- Being inactive - be sure to post on a regular basis
- Using just one site for e-networking
- Making your profile searchable (i.e. listed on Google)
- Being tagged or tagging others in inappropriate photos
- Posting inappropriate or embarrassing things on your own or friends' walls