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A BEGINNER'S GUIDE TO SOCIAL MEDIA FOR THE JOB SEEKER

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By: Robert Starks Jr. 2012 Edition

WHAT IS SOCIAL MEDIA?

Social Media is a web-based tool/technology that facilitates human interaction. A social network is simply a community of people with common interests. Social networking is the social interaction between people for the purpose of forming relationships. Thus, think of social media as the telephone, a social network as a rolodex, and social networking as the conversation. There are many different types of social media tools out there and many more will continue to be created, but it is recommended that you familiarize yourself with some of the following broad categories with examples of social networks listed below.

- **Social Networks**: Used to connect with those who have common interests. Behance is for creatives.
- **Professional Networks**: Used specifically for networking with professionals. LinkedIn is the largest.
- **Personal Branding**: Some are designed to allow users to have an online resume while others are landing pages that allow users to create a free, branded, unified web presence.
- **Social News**: Social news sites allow users to see the "top" news as ranked by other users. Users can search topics such as "Game Industry," "Graphic Design," "Fashion," "IT," or anything else to see top news in that area. Use news sites to set up RSS feeds to stay on top of news in industries. This is one easy way to improve one's knowledge of the industry and be more "in-the-know" than the competition.
- **Social Bookmarking**: Sites that allow users to store their favorite bookmarked pages on the web in one convenient online location. Additionally, users can search the best content on the web discovered and saved by other users and it is all searchable by topic.
- **Geo-Location**: Geo-location networks allow users to "check-in" identifying a geographical location.
- **Blogs/Micro blogs**: Allow users to publish personal content to the web.
- **Media Sharing**: Sites that allow users to publish media and share it such as video, audio, and photos

SOCIAL NETWORKS	PROFESSIONAL NETWORKS	PERSONAL BRANDING	SOCIAL NEWS
• Facebook.com • Behance.com • Myspace.com • Google Plus	• Linkedin.com • Ryze.com • Xing.com	• Flavors.me • Peoplepond.com • About.me • InnovateCV.com • VisualCV.com • Re.vu • CVgram.me	• Digg.com • Alltop.com • Fark.com • Designbump.com • Designfloat.com

SOCIAL BOOKMARKING	GEO-LOCATION	BLOGS/MICRO BLOGS	MEDIA SHARING
• Delicious.com • Stumbleupon.com • Reddit.com • Diigo.com	• Foursquare.com • Gowalla.co • Yelp.com • Brightkite.com	• Wordpress.com • Blogger.com • Twitter.com • Tumblr.com • Technorati – blog search engine	• Youtube.com • Slideshare.com • Vimeo.com • Photobucket.com • Flickr.com • Dailymotion.com

HOW CAN I USE SOCIAL MEDIA TO LEARN?

OLD PLN

When you think about the ways in which you learn, it's fairly obvious that we all learn from multiple sources. It's obvious we learn from instructors, but we also learn from television, print publications, and even through conversations with people in our network.

Your Personal Learning Network (PLN) includes all these sources and the picture you see to the left represents the PLN of our parents and grandparents. You'll notice that the technology is old. How one got information in the past was through television, newspapers, telephone conversations and snail mail.

NEW PLN

Social media can be used strategically to learn by building focused, personal learning networks. Imagine if you could learn from experts around the world in your industry. Would that be helpful to your professional development? You don't have to imagine. The picture on the left demonstrates the new ways we learn and get information. We can still use old forms of media but we have so much more at our disposal with social media. Want to learn from a Graphic Design expert – follow them on Twitter, subscribe to a blog, connect with them on LinkedIn, or watch YouTube channels to learn - like from the Google Tech Talk series as one example. Experts are publishing content everywhere and because of social media, you have the power to maximize your learning in ways your parents and grandparents couldn't!

HOW TO: USE TWITTER TO BUILD A PERSONAL LEARNING NETWORK

If you are not on Twitter, you are missing a huge opportunity to learn from experts and to network with other people in your industry. Do you want to start enhancing your learning using Twitter? Here's how:

1. What do you want to Learn?
2. Find Thought Leaders and Experts on Twitter
3. Follow Them on Twitter
4. Create Lists to categorize experts into groups based on subject matter (Ex. Design, Jobs, etc.)
5. Read Your Twitter News Streams (Experts share their advice, articles, tips, and tricks)
6. Engage and Share

HOW TO FIND THOUGHT LEADERS ON TWITTER

You can certainly use Google, search people you already know to be experts, find influential blogs and then follow their Twitter feeds, or simply ask for recommendations but there are tools to help you identify influencers as well including Twitter directories such as these three:

1. Twellow.com
2. Wefollow.com
3. Listorious.com

A SAMPLE OF EXPERTS TO FOLLOW BY SUBJECT MATTER

Audio Production	Fashion/Retail	Game Production	Graphic Design	Information Tech.
@SampleLink	@laurenconrad	@gamesradar	@abduzeedo	@techrepublic
@440tv	@smashingdarling	@ign	@smashingmag	@ZDNet
@protoolstips	@susiebubble	@gamasutra	@justcreative	@datacenter
@jeanneaudio	@trendland	@Official_GDC	@photoshoptips	@lifehacker
@churchsoundguy	@fashionindie	@indiegamescom	@inDesignGuru	@linuxfoundation
Interior Design	**Internet Marketing**	**Social Media**	**Web Design**	**Graphic Tutorials**
@apttherapy	@yoast	@smexaminer	@designerdepot	@psdfan
@ASID	@adage	@jaybaer	@sixrevisions	@photoshop_psd
@decorati	@emarketer	@briansolis	@uxmag	@motionworks
@IntDesignerChat	@publicityGuru	@hubspot	@webdesignledger	@smokingdesigns
@metropolismag	@randfish	@socialmedia411	@webdesignmagz	@designshack
Allied Health	**Truck Driving**	**Business**	**Criminal Justice**	**Massage/Alt Med**
@AmerMedicalAssn	@Todaystrucking	@WSJ	@CorrectionsOne	@Michelle_Ebbin
@CDCgov	@askthetrucker	@HarvardBiz	@changeJustice	@massagenerd
@cnnhealth	@ChallengeMag	@Inc	@defender411	@lauraallenMT
@amednews	@channel19todd	@forrester	@FBIPressOffice	@acamnet
@AmJNurs	@JOC-Updates	@davos	@TheJusticeDept	@acupuncture2day
Career Advice	**News/Blogs**	**Job Search (General)**	**Photography**	**Job Leads**
@robertstarksjr	@theonion	@indeed	@photogNews	@GetGraDesigJobs
@DanSchawbel	@Mashable	@simplyhired	@scottbourne	@TweetMyJobs
@BobWarren	@nytimes	@JobHuntOrg	@petapixel	@intellegojobs
@heatherhuhman	@techcrunch	@thejobsguy	@amazingpics	@productionhub
@careerealism	@wired	@careerbuilder	@pdnonline	@JobsinIT

WHY IS SOCIAL MEDIA IMPORTANT TO A JOB SEARCH?

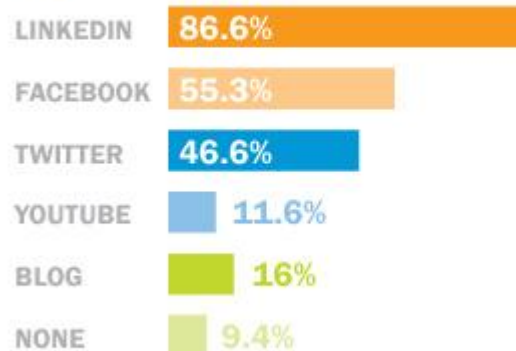Jobvite's 2011 Social Recruiting Survey indicated that **80.2%** of employers used social media for recruitment while 55% planned on spending more on social recruiting. Most employers used www.LinkedIn.com but 64% reported using 2 or more networks for recruiting.

Q Do you use social media for recruitment?

YES 80.2%

PLAN TO BEGIN 8.7%
NO 10.5%
DON'T KNOW 0.5%
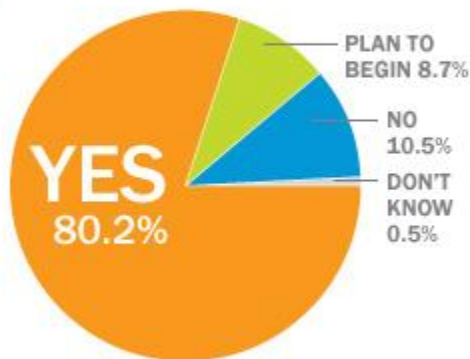
Jobvite Social Recruiting Survey 2011

Q Which social media do you use for recruiting?

LINKEDIN 86.6%
FACEBOOK 55.3%
TWITTER 46.6%
YOUTUBE 11.6%
BLOG 16%
NONE 9.4%

Jobvite Social Recruiting Survey 2011

WHAT'S MY ONLINE REPUTATION?

Did you know that employers are Googling you and looking at your social media accounts? If you feel your social media presence is a liability, you were probably a liability anyway; social media just makes it easier for employers to find out. Have you Googled yourself lately?

Q How do you use the online profiles of candidates?

DO NOT REVIEW 13%
REVIEW IF PROVIDED 12.9%
ALWAYS SEARCH 45.1%
OCCASIONALLY SEARCH 29%

Jobvite Social Recruiting Survey 2011

If the majority of employers search social media when reviewing candidates, you should show them what you want them to see – a professional, positive impression of you, the person they should hire! If the majority of recruiting is happening on social networks and you are not active on social networks, you miss out on opportunity you don't even know exists from people you don't even know are searching you.

We're in a digital world – are you still fussing over your resume? If you haven't mastered that, how do you expect to master the complexities of personal branding online? Things have changed – have you?

WHAT IS A PERSONAL BRAND?

Employer hiring decisions are similar to consumer purchasing decisions. Before you make a major purchase, you Google a product, you research their product reviews, you research user reviews, and you ask for opinions from people you trust. Why would employer not do the same when making a hiring decision?

The entire reason employers review print advertisements (resumes), listen to sales pitches (interviews), conduct product tests (Skills assessments),and review brand recognition and reputation (Social Media Background Check), is because they are making the most important "purchase" a manager can make for their company – a new hire!

How you stand out is really not much different than why products stand out; because they are high quality, they have strong reputations, and they meet our needs.

HOW DO I MAKE SURE I HAVE A GOOD REPUTATION?

Always behave in a manner worthy of recommendation and you'll establish a good brand. Most college students forget that one of the biggest benefits to attending college is that they get to network with other like-minded professionals. Many of your classmates will be among the first people you know who work in the industry you are trying to break into. Just like any product or service, people will formulate opinions about you from their experiences interacting with you. You have a choice to leave people with an extremely positive impression, thus gaining a brand advocate, or leaving them with a bad taste in their mouth, resulting in someone who will give you negative reviews. How you act in the real world and how you present yourself in the real world matters at all times. Many industries are challenging to break into and will require you to network. Thus, developing a strong reputation is among the most important aspects of your career development and should be part of your goals from day one as a student. But, how do you develop and manage your online personal brand?

HOW CAN I MANAGE MY ONLINE BRAND?

1. Google Yourself	What would employers find? See for yourself.
2. Clean up Existing Social Accounts – Delete pictures – Remove comments – Be cautious of your Affiliations – Be cautious of indicated Interests/likes	Clean up your current image and eliminate potential misunderstood pictures, comments, affiliations, etc. Check with friends to ask them to delete photos of you or old comments as well. Delete friends' comments if offensive.
3. Brand Existing Accounts Consistently – Consistent Handle – Consistent Profile/Summary – Consistent Contact Info – Consistent Picture	Have the basics consistent such as your handle (name), contact info, picture, summary, job title, etc. Keep everything professional.
4. Stake your Claim	Claim your name on other social media platforms. Prioritize the tools you'll use and decide if you want to claim your name on others simply to make sure no one else uses it. www.namechk.com, www.knowem.com can help you identify a name not yet used. The best name to claim is your .com, .me, and .pro domains.
5. Identify your Niche	If you're a Graphic Designer on one profile, you shouldn't brand yourself as a wedding planner on another. It's ok to have multiple niches such as "Graphic Designer and Photographer" as long as that is consistent across all accounts.
6. Have a Goal In Mind	What do you want to achieve by establishing an online personal brand? Do you want a job, business opportunities, clients, or just to be recognized as a leader in your niche?
7. Find and Engage Thought Leaders/Experts	Find influential people in your niche and follow their Tweets, subscribe to blogs, join discussions in groups to learn from and engage them. Move online relationships offline. Ask for an informational interview or take them to coffee but develop a relationship FIRST!
8. Broadcast with Purpose	Every broadcasted message should be strategic advancing your brand, targeting your niche, and furthering your goal. Be personable, professional, consistent, transparent, genuine, and add value.
9. Develop Own Influence	Build your own influence by broadcasting value-focused content, information, or questions.
10. Measure & Monitor	Measure your progress. What was your online brand like before you took control of it? Use tools like www.Mywebcareer.com to evaluate your brand. Monitor your brand using tools like Google Alerts or Social Mention. Branding to achieve goals is a long-term endeavor and requires continued commitment.

SOCIAL MEDIA JOB SEARCH & OTHER HELPFUL TOOLS

Twitter Job Search Tools
Twilert.com – Create an automated search of key terms on Twitter to get an email daily
Twitjobsearch.com – Job search using key words on Twitter
Tweetmyjobs.com – Job search using key words on Twitter. Set up a job alert and follow it on Twitter
Monitter.com – Search tweets for jobs or companies using key word search and specify location

LinkedIn Job Search Tools
Linkedin.com/studentjobs – Job board specifically for students and recent graduates
Linkedin.com/jobs – LinkedIn general job board

Facebook Job Search Tools
BeKnown.com – Turn your Facebook network into a professional network and search jobs via Monster
Branchout.com – Turn your Facebook network into a professional network and search jobs
Inthedoor.com – Find connections in your Facebook network that match with companies hiring
Myinsidejobs.com – Search jobs but also find out if companies are hiring where your connections work
apps.facebook.com/marketplace – Job postings via the Indeed.com search engine and individual posts
Cachinko.com/App – Search for jobs and people. "Star" favorite jobs to get refined recommendations
Startwire.com – Apply to jobs and get feedback on your application
Bright.com – Search jobs via CareerBuilder & find who in your network is connected to hiring companies

Get Answers To Your Questions
Quora.com – Q&A Social network to post questions and get answers from experts
Stackoverflow.com – Q&A social network to post questions about programming
LinkedIn.com/answers – Portion of LinkedIn allowing you to ask questions and get answers

Personal Branding Measurement Tools
Klout.com – Get your Klout score and see what you are influential about
Peerindex.com – Get your Peerindex score and see what you are influential about
Kred.ly – Get your Kred Score to measure your influence and outreach
Plusclout.com – Discover influential people and find your influence ranking on Google +
Mywebcareer.com – Get your career score to measure your online brand equity
Socialmention.com – Find out the strength, sentiment, passion, and reach of your brand

Other Tools
Jobstart101.com – Free course to train yourself to be a stellar job seeker
Gist.com – Manage all your network connections in one convenient place
Jobfox.com – Job matching site for job seekers
Jobster.com – Platform for finding jobs and networking with employers
Jibberjobber.com – Organize and manage your job search
Glassdoor.com – Get inside information about companies' hiring processes and interview questions

If you like this list, bookmark and share: Improve Your Job Search with These Online Resources

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