

USING SOCIAL MEDIA IN THE JOB SEARCH

Tips for the Job Search

Current students and alumni can utilize social media to their advantage while navigating the job search process. Employers are also using these outlets in their recruiting efforts to screen potential candidates. Therefore, it is essential for a job seeker in today's technological world to understand how to use social media like Twitter, Facebook, and LinkedIn strategically. As you begin your job hunt, consider implementing the following tips to aid in your success:

1. Create a personal brand. It is important to consider what your online identity says about you. A personal brand is developed from your strengths, values, and what you have to offer a potential employer. To create your brand, think about what makes you unique, ask trusted peers, co-workers and friends how they would describe you, and identify your goals and what you hope to accomplish. Be sure that your brand is consistently represented across all social media outlets.
2. Clean up social media accounts. Delete anything that can be seen in a negative light by an employer. It's just not worth it!
3. Start viewing your social media outlets in a new light. Utilizing outlets like Twitter, Facebook, and LinkedIn can be advantageous if purposed in a consistent, professional manner.
4. Google yourself! If an employer was to do the same, what results would they find? Take steps to eliminate anything potentially negative through a recruiter's eyes.

Social Media Facts (via LinkedIn.com)

- 70% of employers have rejected a candidate based on information found online.
- 85% of employers say a positive online reputation influences hiring decisions.
- 70% of jobs are found through networking.

The Breakdown (via Jobvite's 2014 Social Recruiting Survey)

What percent of employers use the following social media to source candidates?

- Facebook: 66%
- Twitter: 52%
- LinkedIn: 94%

Top Reasons for Employer Rejection (via Jobvite's 2014 Social Recruiting Survey)

- Inappropriate photos/information
- References to illegal substances
- Poor communication skills