**JOB SEARCHING AND SOCIAL MEDIA**

**Presented by**

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***SPECIAL THANKS TO PHILLIP FLORES***

***(June 2020)***

Social media can make a positive difference in the ultimate success of your job search, if you use it the right way. The following information is provided to give you ideas to consider when exploring social media and what it can offer.

The social media web sites LinkedIn and Facebook are the primary focus of this material.

**WHAT IS SOCIAL MEDIA?**

* Web-based tools that enable people to make connections and expand their networks.
* All user-generated content is the sole responsibility of the user – the actual web sites belong to companies.
* Be mindful about how you appear on the Internet – what you put on the Internet about yourself stays there forever.

**ADVANTAGES**

* Not limited to text only – you can present yourself with images and video.
* You can access social media on your computers and smartphones.
* More companies and recruiters check out potential employees on social media (50% or more).

**DISADVANTAGES**

* More companies and recruiters check out potential employees on social media (50% or more).
* What you put on the Internet about yourself stays there forever.

**USING LINKEDIN IN YOUR JOB SEARCH**

At a minimum, your profile needs:

* A profile photo: more professional, less casual. ***Find free feedback on your headshot at www.photofeeler.com***
* A list of your jobs along with descriptions of your roles – ***keep your work history information relevant***
* 5 or more skills listed
* A summary about yourself (another version of your “elevator pitch”)
* Your industry and zip code
* The school(s) that you’ve attended
* 50 or more connections – ***pursue many connections, but try not to go overboard***

Additional strategies recommended by LinkedIn also include:

* Customize your LinkedIn URL so you’ll be found easier by Google searches – see information at ***https://www.linkedin.com/help/linkedin/answer/87?query=create\_url***
* You have a 120-character limit for your LinkedIn Headline – ***go beyond listing only your job title, use keywords, and try to describe what you do and how you serve others***
* ***Make the effort to keep your LinkedIn profile up-to-date*** – share useful information along with your career updates
* Offer specific details about your **Return On Investment (ROI) *(the ways you make money / save money / save time / solve problems for the companies where you’ve worked)***
* Say more with less – be concise

**SEARCH ENGINE OPTIMIZATION**

* Getting found quicker in search engines by the people you want to find you (employers, recruiters, etc.)
* It’s better to be found in a Google search within the first 2 pages of results
* Customizing your LinkedIn URL can help with this – see information listed above
* Useful web site to find keywords in job postings and your resumes: ***www.tagcrowd.com***

**USING FACEBOOK IN YOUR JOB SEARCH**

* Go for the professional image
* Provide information in the Work, Education, and Professional Skills sections
* Manage your privacy settings ***(see https://www.facebook.com/help/1297502253597210/)***
* Watch your grammar and spelling
* Follow companies where you’d like to work
* Build up your online brand
* Be consistent – is your Facebook image consistent with your LinkedIn image and offline image?
* Use relevant keywords whenever possible

Here’s what employers shouldn’t see about you on your Facebook page:

* Don't post anything you wouldn't want your current employer or a prospective employer to see
* Don’t post racist, sexist or discriminatory comments
* Remove photos of you that show you in an unfavorable light
* Carefully manage your privacy settings for your Facebook albums
* Remove comments from your friends that seem distasteful
* Look at the apps on your profile – does the purpose of the apps you’ve listed make you look good to an employer?
* What groups are you a member of? If you belong to "It's 5 am, I'm drunk, and on Facebook" or any similar groups, you should leave them

**APPENDICES**

**Amarillo-Area Facebook Resources**

* https://www.facebook.com/WSPanhandle
* https://www.facebook.com/AmarilloJobPop
* https://www.facebook.com/BorgerJobPop
* https://www.facebook.com/DalhartJobPop
* https://www.facebook.com/DumasJobPop
* https://www.facebook.com/HerefordJobPop
* https://www.facebook.com/PampaJobPop
* https://www.facebook.com/jobs.amarillo
* https://www.facebook.com/Amarillo-Jobs-Links-172401869510585
* *Amarillo Jobs* https://www.facebook.com/groups/917137754980224
* *Hiring in Amarillo* https://www.facebook.com/groups/1490449624528581
* *Odd Jobs in Amarillo* https://www.facebook.com/groups/1078492662176921
* *Amarillo Job Seekers* https://www.facebook.com/groups/1569866296612413
* Amarillo Job Spot https://www.facebook.com/groups/613633065407203
* Amarillo Teen Jobs https://www.facebook.com/groups/942147009162093
* Job Seeker of Amarillo https://www.facebook.com/groups/jobhelper

**A Copy-And-Paste Approach to Writing Your LinkedIn Summary**

From **http://www.inc.com/john-nemo/how-to-create-a-killer-linkedin-profile-in-5-minutes.html**

**WHAT I DO:** I help (your TARGET AUDIENCE) achieve (their TOP GOAL) by providing (your PRODUCT or SERVICE)

**WHO I WORK WITH:** I partner with (TARGET AUDIENCE or INDUSTRY TYPE) including:

(Insert Bulleted List of Job Titles, Industry Names, Client Types, etc.)

**WHY IT WORKS:** When you partner with (your COMPANY NAME), you get the most efficient, effective, and affordable (PRODUCT or SERVICE) that (TARGET AUDIENCE) are looking for right now

**WHAT MAKES ME DIFFERENT:** (Answer that question! What makes you unique / different / better than similar vendors or competitors? XYZ years of experience? Certifications / Patents, etc.? Something else?)

**WHAT OTHERS SAY:** (Copy and paste two-three testimonials in this area. Make them specific to the product or service you're offering or the industries you're serving. Focus on the results clients got from using your product or service. Include the full name of the person and his or her company to give your testimonials more legitimacy.)

**HOW IT WORKS:** (Explain how your process -- "we start with a free evaluation, we do an analysis of your website's SEO rankings," etc.)

**READY TO TALK?** Feel free to connect with me here on LinkedIn, drop me a line at (your EMAIL ADDRESS), visit me online at (WEBSITE URL) or call me directly at (your PHONE NUMBER).

**LAURA SHIN ON LINKEDIN RECOMMENDATIONS**

From **http://www.forbes.com/sites/laurashin/2014/10/20/how-to-create-the-ideal-linkedin-profile/#11038bb5259e**

* “Get up to two recommendations for each of your most important former positions. …10 altogether for the most important jobs is enough to represent diverse viewpoints on your strengths without overwhelming people. ...”
* “Preferably, obtain recommendations from people influential in your industry, and give them talking points, such as ‘Can you speak to my timeliness and knowledge?’ Your references can either be directly about doing business with you, or about your character.”

***The Texas Workforce Commission, in partnership with 28 local workforce development boards, forms Texas Workforce Solutions.***

***An equal opportunity employer / program. Auxiliary aids and services are available, upon request, to individuals with disabilities.***

***Relay Texas: 800-735-2989 (TDD) 800-735-2988 (Voice)***