

10 Smart Ways to Use Social Media in Your Job Search

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<http://money.usnews.com/money/careers/slideshows/10-smart-ways-to-use-social-media-in-your-job-search/11>

Use Facebook, Twitter, and LinkedIn to Network Your Way Into a Job.



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Everyone's talking about using social media for job-hunting. But *how*, exactly, should you do that? Here are 10 smart and strategic ways to network your way into a job using three popular online tools: Facebook, Twitter, and LinkedIn.

Let people know you're looking.



Whether on LinkedIn, Facebook, or Twitter, let your friends and followers know that you're looking for a job. Even better, tell them what type of job you're looking for. They may not know of any openings right now, but if they know you're available, they'll think of you when a position opens up. That will help you hear about openings before they're listed on popular job boards.

Don't be afraid to network on Facebook.



Facebook may be for fun, but don't make the mistake of overlooking your network there, especially if you already have hundreds of friends. Facebook can sometimes be more useful for job hunting than LinkedIn, because friends who know you personally have more of a stake in helping you. They want you to succeed—so use that to your advantage.

Make sure your Facebook profile is private.

Choose Your Privacy Settings

Connecting on Facebook

Control basic information your friends will use to find you on Facebook. [View Settings](#)


Sharing on Facebook


These settings control who can see what you share.

Everyone	Everyone
Friends of Friends	Your status, photos, and posts
Friends Only	Bio and favorite quotations
Recommended	Family and relationships
	Photos and videos you're tagged in
	Religious and political views

Much of your Facebook profile is public by default, and you probably don't want a potential employer browsing your personal updates. Under Account, then Privacy Settings, choose "Friends Only." That way, an employer who Googles you won't be able to see the details of your profile, your photos, or your personal status updates.

Find information about hiring managers.

LinkedIn  Account type: Basic

Home Profile Contacts Groups Jobs Inbox  More

Find People **Advanced People Search** Reference Search Saved Searches

Keywords: Title:

First Name:

Last Name: Company:

Location: Located in or near:

Country: United States

School:

Postal Code:

Within: 50 mi (80 km)

Before you submit your CV, look up the hiring manager on LinkedIn and Twitter. (If he's smart, he or she will make their Facebook profile private.) LinkedIn profiles and Twitter feeds are gold mines of information on individuals. Knowing more about the person who's hiring can help you tailor your cover letter to their needs and desires.

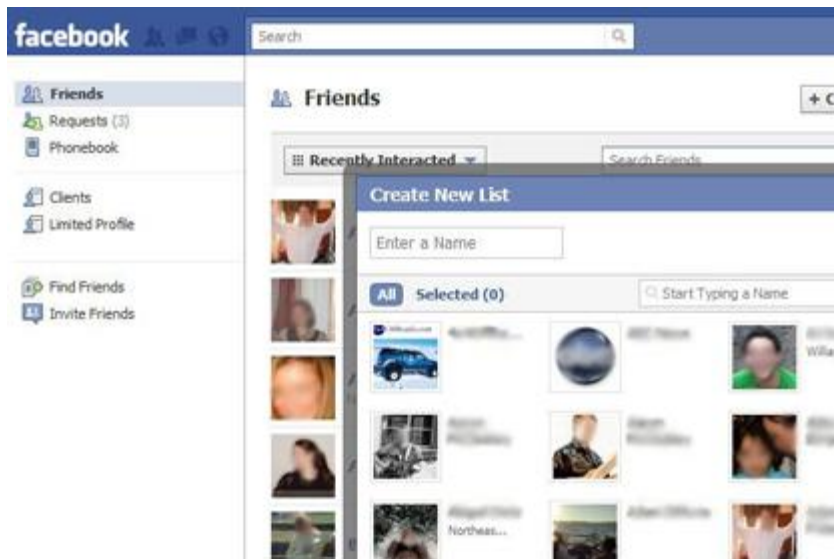
Hyperlink your CV.



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Add the URL for your Twitter handle and LinkedIn profile to your contact information on your CV. (But don't add your Facebook profile, since that's private.) Not only does this offer the employer another way of getting in touch with you and seeing how you interact online, it also shows that you're social media-savvy, a skill valued by many employers.

Be strategic with Facebook lists.



Facebook's list feature allows you to continue building your network without worrying about professional contacts seeing your personal updates. Under Account, then Friends, create a new list, and customize your privacy settings so professional friends can only see what you want them to see. That way your close friends can still keep up with your photos and personal updates.

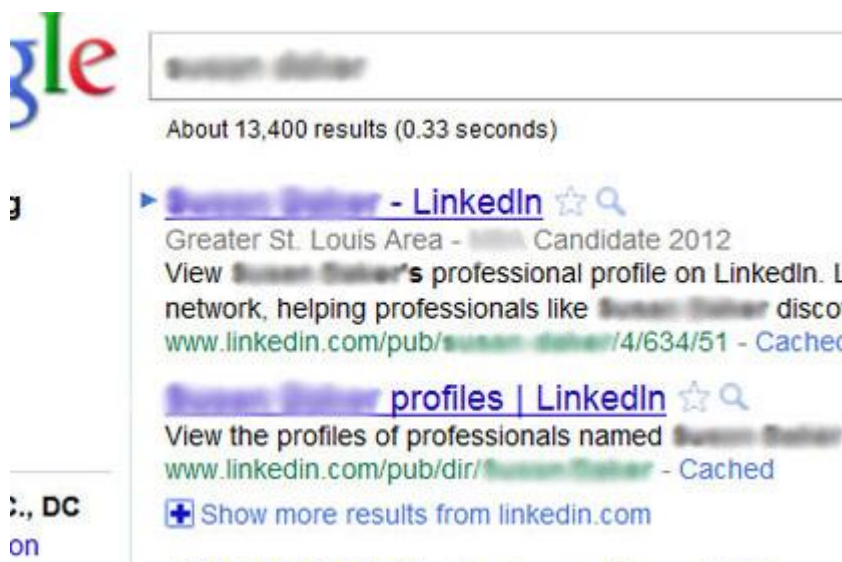
Create the connections you need to get the job.



SILVIA BORATTI—ISTOCKPHOTO

It's all about who you know, right? Don't just use the connections you already have. Figure out who you need to know to land a certain job—likely the hiring manager—and make that connection, whether by getting them to follow you on Twitter by retweeting their tweets, or growing your LinkedIn network until they become a third-degree connection. Twitter in particular offers opportunity to connect with professionals who might not otherwise give you the time of day.

Get Google on your side.



If don't like what pops up when you Google yourself (because you know an employer will Google you), create a LinkedIn profile. Fill out your profile completely and become active on the network. That will help push your profile to the top of Google's search results, which means a potential employer will see what you want them to see.

Join industry chats on Twitter.

careersSERVICES
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Get short, timely messages from Career Services NZ.
Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and follow [@CareersNZ](#).

Sign Up >

Get updates via SMS by texting follow CareersNZ to 8987 in New Zealand
Codes for other countries

CareersNZ

The job-seeker's nursery rhyme
<http://bit.ly/i1bLuF>. Cute. ^GE
about 3 hours ago via TweetDeck

@NZStuff Hey, do you have any contacts who are officials in the #chch reconstruction we can talk to? We're trying to help with a new tool
about 3 hours ago via TweetDeck

RT @WomensAtly: Everything you need to know about breakthrough networking <http://ow.ly/4yP9g> #headchange - and #personalbranding ^GE
about 22 hours ago via TweetDeck

RT @NZStuff: Pay rises on the slide <http://dvr.it/NJTR> ^GE
6:01 PM Apr 12th via TweetDeck

@DKNZ1 and thanks to you for the RTs and mentions! ^GE
3:39 PM Apr 12th via TweetDeck in reply to @DKNZ1

Help :) RT @auchmil: Got a moment to help @BoPPoly? User-test their wireframes for a new site, takes about 3 minutes
<http://bit.ly/er83x5>
3:23 PM Apr 11th via TweetDeck

What's your office like? What's made a place "cool" for you to work in?
RT @Careerbright: World's Coolest Offices <http://bit.ly/gbUSlw>
2:50 PM Apr 7th via TweetDeck

Name Career Services NZ
Location New Zealand
Web <http://www.career>
Bio A group of Career Services staff sharing information, news and ideas to help people make career decisions.

532 following 694 followers 47 listed

Tweets 519

Favorites

Lists

- @CareersNZ/educationnz
- @CareersNZ/jobacsinternational
- @CareersNZ/jobvacnz
- @CareersNZ/nz-careers
- @CareersNZ/life-coaching
- @CareersNZ/news-agencies

View all

Following

- [Grid of profile pictures]

Look for chats that revolve around your industry, or better yet, the industry you want to work in. Joining online conversations helps you keep up-to-date on the industry, meet helpful contacts, and showcase your expertise in your field.

Seek out job-search advice.

Join LinkedIn groups that focus on job search. Follow career experts on Twitter, and "like" their pages on Facebook. That way you'll get tips for your search even when you're not looking for them. You can find Careers NZ on [Facebook](#) [Twitter](#) and [YouTube](#).