Social Media in the Job Search

Job Search Tips from the National Association of Colleges and Employers (NACE)

The New Facebook Graph Search Feature

The new Facebook Graph Search feature appears as a larger search bar across the top of most Facebook pages and makes it easier to make new connections. Graph Search is a tool that job seekers and recruiters can utilize in their search for a job or candidate hiring process. In order to help people better understand how to use Graph Search, the Social Jobs Partnership* put together a tip sheet for job seekers and recruiters.

*The Social Jobs Partnership, is a coalition between the U.S. Department of Labor, DirectEmployers Association, Facebook, the National Association of Colleges and Employers and the National Association of State Workforce Agencies

Using Hashtags to Find Job Listings on Twitter

Following is an excerpt from the "Career Counselor Guide to Twitter" by Megan Wolleben, assistant director at the Bucknell University Career Development Center:

The hashtag symbol (#) is used to mark a keyword or topic in a tweet. Any Twitter user can use or create a hashtag. I think of hashtags as "File this under," and they are used to help categorize or follow topics. By clicking on a hashtag or searching Twitter for a certain hashtag, a Twitter user can see all of the tweets that contain the phrase. Using hashtags for the job search is a great way to get a tweet to appear in search results or a discussion that many are watching.

Here are some examples of hashtags for job searching:

o   **#resume—**Suggest the student use the hashtag #resume with a description of himself or herself, or a link to his or her resume.

o   **#tweetmyjobs—**It may be a clunky phrase, but #tweetmyjobs has been tagged nearly a million times, so I recommend that students include it in their searches. Students can also use TweetMyJobs (www.tweetmyjobs.com/) to receive new job openings when they are available. This is similar to a traditional job board, but culls the information and listings that are found on Twitter.

o   **Job Listings—**Find general job advice and lots of listings through hashtags like #jobs, #recruiting, #jobadvice, #jobposting, #jobhunt, and #jobsearch. To narrow it down, though, seek out more specific hashtags, such as or #prjobs or #salesjobs. Students can even search for hashtags just by college major, such as #biology or #accounting, and job listings as well as conversations relevant to the topic may appear.

o   **Industry Conferences—**Most conferences these days have their own hashtags (such as #NACE14 or #NACESocial). When a relevant industry conference is approaching, get active

with attendees using the hashtag. Whether the student is attending the conference or not, they can contribute to the conversation. Many conferences also have live streams, so it's as if one is attending anyway! Suggest that students "live tweet," which means to tweet while at the event. They can do this at panels and speeches they are attending or interested in, and connect with other tweeters along the way. By using Twitter for networking within an industry, a student can increase his or her chances of getting hired down the road.

Creating a Strong LinkedIn Profile

Following is an excerpt from the "Career Counselor Guide to LinkedIn" by Kevin Grubb, an assistant director at the career center of Villanova University.

LinkedIn has often been referred to as "your resume online." This assertion is not far off, as there are many similarities between a LinkedIn profile and a resume. As such, some of the points covered here may sound like your advice to students about resume writing. However, where there are differences in the two is where it is critical to pay attention.
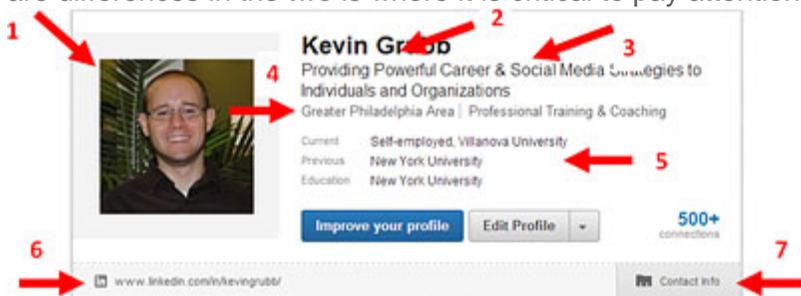
At the top of a LinkedIn profile is a small box containing some of what I'd call the "fast facts" about each user. Since this box is likely the first thing that another LinkedIn user would see when landing on a LinkedIn profile, this box is incredibly important real estate. Here are some tips for students to make the most of it:

1. **Profile Photo—**The best photo for students to use is a professional-looking headshot of just the student alone. Many career centers have taken to offering a LinkedIn photo booth at career fairs or other events where they know students will be dressed professionally. This can certainly help students get up and moving on LinkedIn quickly. Unlike resumes, it is important to include a photo on LinkedIn, as this is a social network. Recruiters who use LinkedIn do have the option to block profile photos so that the issue of discrimination based on protected classes is accounted for.

2. **Name—**First and last name. LinkedIn does give the option to provide a former or maiden name as well.

3. **Headline—**This is each individual LinkedIn user's tagline. LinkedIn will automatically populate the headline with the most recent position listed in the "Experience" section of a profile, but this is a customizable area. Encourage students to think of it as a personal slogan. It is also critical to include keywords and phrases in this section that are related to a student's desired industry or profession. When other users of LinkedIn search by these words, the student will be more likely to appear in search results. Students can also consider putting in something like "XYZ College student with a passion for (major)."

4. **Location and Industry—**LinkedIn users can select their location and industry in these fields. It is a good idea for students to choose the industry they intend to enter and, if seeking a specific location for work, to choose that location for their profile. This way, they will appear in searches for that area.

5. **Current and Previous Experience and Education—**These fields are automatically populated based on what a LinkedIn user inputs into the "Experience" and "Education" sections of his or her profile.

6. **Public Profile URL—**This URL is a link which users can send to others, whether on or off LinkedIn, to view what is called a "public profile"—all of the information a user wishes to have publicly viewed when anyone online views the profile. LinkedIn will provide every user with a URL, though it will likely contain a string of random characters. Users can customize this URL to contain something easily recognizable, like a name or shortened version of a name. Encourage students to customize this link so they can easily include it in e-mail signatures or on resumes.

7. **Contact Info—**In this section, users can input things like e-mail addresses, phone numbers, mailing addresses, Twitter accounts, and websites. If a student has a personal website or public Twitter account, it would be a great idea to provide links to those here.