

Social Media/Networking 101: ***The Social Job Search***

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Please make sure you print Social Media/Networking 101 Web PowerPoint Guide found on the Career Development Services Website.

It is crucial you complete the workshop guide to supplement the self-guided process. The content and structure of this self-guided workshop might be different than similar documents from an in-person workshop. Please contact Career Development Services if you have any questions regarding the information presented in the guide or workshop.

Learning Objectives

Upon completion of this workshop, students will be able to:

- **List** two strategies that can enhance a LinkedIn profile
- **Identify** potential benefit(s) to networking
- **Reflect** how they will use social media in their job search

Agenda

- *Networking 101*
- *Social Media as a job search tool*
- *Social Media/Networking Etiquette*
- *Self-Reflection*

Networking 101

What is Networking?

You can't ask for connections, or learn to network by reading an article. Networking requires active engagement. Talking to friends, family and faculty is a good way to start.

- **Creating contacts** – Ask for a referral, for someone you already know. Or approach a professional at a networking event and introduce yourself.

Networking 101

- **Building connections** – Just getting a business card is not enough, if you don't continue to attend events and speak to contacts regularly they become just a name in your business card folder.
- **Maintaining professional relationships** – Good relationships are built by giving first. Instead of just thinking about how you can benefit, how can you help out a contact and develop a mutually beneficial professional relationship?

Networking 101

Why networking so important?

- More than 60% of jobs are gained through personal networking, according to the Department Of Labor.
- Referrals are the #1 source in hiring volume, quality, and speed.
- It is extremely underused by entry-level professionals, and many current professionals often wished they participated in networking earlier in their career.

The most effective way to get a job remains the old-fashioned method: People find jobs through people they know, quote from Senior Vice President Monika Morrow: “Success almost always comes down to the candidate making a personal connection with a person or persons on the hiring side.

(Susan Adams, Forbes Staff)

Networking 101

How do I do this?

Answering What do you do?

Key Benefits of Networking

- **Expand your circle of professionals** in your field or job function. By expanding your circle you are more likely to learn about new employment opportunities from other professionals, and share or develop strategies for best practices, or even develop a joint business venture.
- **Learn industry trends and professional vocabulary** from current professionals. Being aware of the current trends means you have an opportunity to learn the skills that are in high demand when you are ready to enter the job market.
- **Improve interview skills** through professional conversations. Networking is a great practice opportunity to try out your 60 second elevator speech or simply just articulating your skills and ability. We don't often get the feedback we really want after an interview, using a networking event to get critical feedback can be a significant advantage.

Key Benefits of Networking Cont...

- **Build confidence** in communicating with others. We are not born with natural confidence, we build it by practicing. It's easier to build up confidence and articulation when we are in a less nervous setting than an interview room. Before someone can run, they must learn to walk. Gaining confidence in small setting, sets us up for success in the interview process.
- **Explore industries** through an insider's perspective. Without the actual experience of working in a particular position, it is difficult to know if our chosen career is something we really want. Talking to a professional about their actual job experience is a good way to find out what the "day in the life" of this profession looks like. It's a good start before diving in to the actual job or internship.

Key Benefits of Networking Cont...

- **Identify skills and experiences** of successful professionals.

We've read what skills employers are looking for, and we may even know what a job posting is requesting. But to talk to an actual person who has insider insight on what made them successful is information you can not easily find anywhere else.

- **Learn about jobs and internships** with target employers.

Some jobs are not posted, and employers would even consider for the right candidate starting an internship that didn't exist before. Getting an insiders tip on an upcoming position or an interview before the hiring process begins gives you a significant advantage to someone who applied online.

Finding Your Network

Connect with organizations and utilize social media build your contacts. Attend networking events, and treat the opportunity as making new friends and contact. Don't push your agenda. People refer you because they like you, not because you told them you were looking for job. Ways to network:

- Professional Organization
- Social Media
- Alumni
- Mentor
- Informational Interviews

Market Yourself

- Resume – Do you have a polished resume you can easily grab or email with minor edits? When you begin to network, you need to have documents ready as opportunities come quickly. Keep in mind that a general resume is “ok” for a networking event, a tailored resume is significantly more successful. By simply changing a few statements focusing on the position you are applying for makes you stand out.
- Professionalism – This is a difficult word to define. In general this is your approach to the world of work. The way you conduct yourself with people, your greeting, your mannerisms. Not being prepared or unable to articulate your skills will likely be viewed as less professional.

Market Yourself Cont...

- Interview Preparation – In addition to being on time and appropriately dressed, it is critical to practice articulating your skills, strengths and abilities. Additionally, being able to talk about specific examples of projects or scenarios and avoid your general approach.
- Branding – This is a relatively new term that encompasses all of the above into an idea, theme or concept of marketing yourself. An employer can hire similar skilled workers, so how do you stand out? This is how you define your brand. Yes, you have similar skills, but talking about how you bring a unique approach or utilize a specialized set of skills is how you brand yourself to an employer.

Why you might hesitate?

Why Networking is the #1 Most Hated Job Search Tactic

Successful people are always looking for opportunities to help others. Unsuccessful people are always asking, “What’s in it for me?” – Brian Tracy

Social Media As A Job Search Tool

Create personal branding... “The most beneficial action young job seekers can take while still in school is to pay attention to what’s happening online *(Joann Pann, Mashable.com)*

Nearly one-quarter of 2012 graduates using social media identified it as a research tool
(NACE, Nacweb.org)

In 2012, companies are projected to use social media to recruit for more than four out of five job openings. Some 95% of recruiters have already successfully hired candidates found through LinkedIn, while Twitter and Facebook help connect job-seekers with employers as well.
(Sam Laird, Mashable.com)

As uncomfortable we may feel about social media, it is a highly useful job search tool. We can keep ignoring it or use it to our advantage. However, social media options are vast and it is critical to analyze the options to find the tool that is best for each candidate. Some will be comfortable using several while others may only identify with one or two social media sites.

Google

Google companies you want to work for, researching about the company is just as important as the positions itself.

- ***Do they have a job board?***
- ***What is going on in the media?***
- ***Press releases?***
- **Salary and compensation information, job descriptions, and information about the employer's training and development programs.**

One of the most common questions you will be asked in an interview is: what do you know about our organization? If you don't know much about the company, how will you shine in your interview?

Facebook

- “Many recruiters are constantly scouring social networking sites to reach out to potential candidates, and Facebook is a platform they don’t ignore.”

(<http://applicant.com/facebook-as-a-job-search-tool/>)

- *Create a robust profile*
- *Keep that profile professional*
- *Network with professional interests in mind*
- *Extend in-person relationships*
- *Target your job search*
- *Enlist the help of your “friends”*

(<http://www.glassdoor.com/blog/job-search-facebook/>)

Twitter

“Lots of recruiters, hiring managers, and industry leaders hang out on Twitter, swapping job leads and industry updates.”

(George Anders, Harvard Business Review)

- Use hashtags
- Search strategically to land job leads and penetrate the hidden job market.
- Tap into influential contacts
- For more information on how to use Twitter as a Job Search Tool watch this webinar: <http://www.careerealism.com/how-use-twitter-job-search/>

LinkedIn

“LinkedIn is a powerful tool when you're job hunting, but keep in mind that it's just one tool out of many in your toolbox. And don't wait around for headhunters to contact you -- you need to go out and find them.”

(Suzanne Lucas, CBSmoney.com)

“LinkedIn is predicted to be the dominant recruiting portal of the future. Many employers I speak with actively use LinkedIn to source talent and to check out people before they interview them. Before meeting with someone for the first time, I automatically go to LinkedIn to learn a bit about his or her background.”

(Roxanne Hori, Businessweek.com)

LinkedIn is known as “the” professional social media platform, and countless job seekers are recognizing the power of this site. Some experts even predict that the end of traditional resumes is the direct result of LinkedIn’s ability to provide employers and recruiters information they seek that a traditional resume could never provide.

(Read recent yahoo [article](#))

LinkedIn

Ensure your profile is complete and up-to-date

- Your [LinkedIn profile](#) is your chance to showcase your skills and talents and help the right people and opportunities find their way to you. As your professional representation online, you can set it to be discoverable through the millions of searches on leading search engines and on LinkedIn.
- Be sure that your profile is up-to-date with your latest work information and you have a well-written summary that touches on your experience, interests, and where you'd like to go. Start updating your profile now.
- Add Sections to enhance student profiles
- Users with complete profiles are 40 times more likely to receive opportunities through LinkedIn!

LinkedIn

Your connections should represent your “real world” network

- Connect in a meaningful way with Alumni and other “warm” contacts.
- When your network represents those you know and trust, you can utilize them for recommendations, and ask for introductions into a job or opportunity that you are interested in.
- Your first step is to [Import your address book](#) and add those trusted connections who are already on LinkedIn. To complete your network, [invite the contacts](#) that are not on LinkedIn to join
- Use the address book importer to import your address book directly from web-based email clients such as Gmail or Yahoo! Mail, or use the Outlook address book importer.

LinkedIn

Search on LinkedIn Jobs

- [LinkedIn Jobs](#) has thousands of job listings for each category. You can search using keywords, title, company, and location to find the perfect opportunity for you.
- Leverage the elements on your profile to help make yourself stand out. Getting recommended and having a strong network builds your professional credibility and helps you get hired.
- Research Companies and Industries. Don't just look for jobs, find out about the organization. It is just as important as the position.

Social Media/Networking Etiquette

“Whatever Google turns up will determine your fate”

(Joann Pann, <http://mashable.com/2012/08/29/personal-branding-for-students/>)

What you display on your social media sites including your profile photos, brand you professionally (or sometimes unprofessionally)

- **Go beyond job-related networking** – get out of the mindset that social media networking is all about jobs. Just connect with people, and the referrals will be more likely to happen.
- **Keep everyone you know in the loop** – Don’t assume, if you don’t tell people or don’t ask, you definitely won’t get a referral.
- **Don’t count anyone out as useful** – You don’t always need a “good” contact. Any contact is better than no contact. Just because your referral is someone you met at a friends party doesn’t mean that contact is less valuable than one you got at a networking mixer.

Cleaning up on Social Media...

“Make sure any profiles you write are free of typos, the information is coherent and applicable to your industry”

(Jacquelyn Smith, forbes.com)

- Go through your own photo albums and look at your profile picture
- Go through your photos tagged by others
- Tackle your “info” page – take a look at your interests, and quotes
- Review your wall posts, status updates and relationship status
- Set profile to private or limited profile just in case.

Cleaning up your Networking “Style”

- **Don’t push your agenda** in finding employment opportunities
- **Everyone is a prospect**, but don’t ask someone on LinkedIn you never met to refer you for a job without detailing your skilled attributes. Provide the “why” to your request.

Example: Thanks for connecting me on LinkedIn. I noticed that your organization is potentially hiring a new Project Manager in the Marketing Department. From my experience working at XYZ company I successfully campaigned and lead several new branding projects focused in the Entertainment Industry. I noticed in your profile that you work closely with this division and wanted to learn a little bit more about the company culture. Any information or suggestions you could share would be greatly appreciated, and I look forward to working with you in the future.

- **Talk about your exact skills** with examples instead of just using some buzzwords or labels. “I’m a manager for a store” doesn’t tell me what you manage or your skills, accomplishments or responsibilities

Employers vs. Privacy Rights

Student: “My personal life is none of your concern and it's unprofessional for you to use such justification to say that it is”

Employer: “Actually, your private life says a lot about you professionally. If you get drunk every Friday night, can you be trusted to break the habit, or will we have to deal with the hangover version on Mondays?”

What is often more difficult in the privacy debate, is there are not set standards or rules. Social Media vs privacy is so new that, many of it's users really don't know the extent of damage it can really do.

Employers vs. Privacy Rights Cont...

Unfortunately, our social culture has changed. What is socially acceptable with our friends (sharing status updates) can hurt us on the job search. Why? Employers should not know about our personal information, and normally we don't share this information. However, we have chosen to broadcast our personal information on a public and very open forum. Employers can not help but make decisions based on everything they learned about us, and that includes what we are willing to post on website that can be easily be found in minutes.

- Just ask yourself, if you saw your own profile would you hire you?
- What do you care about more? Your job or being right?

Self-Reflection

- How will you network?
- What social media tools will you use?
- How might LinkedIn help you?
- What professional etiquette could you apply or change?

Social Media Resources/References

Mashable

- <http://mashable.com/2012/07/09/social-media-cheatsheets/>
- <http://mashable.com/guidebook/twitter>
- <http://mashable.com/2012/08/29/personal-branding-for-students/>
- http://blogs.hbr.org/cs/2012/03/smart_social_media_helps_jobs.html
- www.time.com/time/business/article/0,8599,1903083,00.html#ixzz28kADzKyu
- <http://www.forbes.com/sites/jacquelynsmith/2012/04/20/make-social-media-your-job-finding-weapon/2/>
- <http://www.hercampus.com/career/how-clean-your-facebook-you-apply-job-or-internship>

LinkedIn

- <http://university.linkedin.com/career-services/resources>

Resources to help you ...

Career Development Services can support you in career exploration, planning and preparation!

Career Development Services [Website](#)

Facebook: go.csuci.edu/cdsFB

Twitter: go.csuci.edu/cdstweet

LinkedIn: go.csuci.edu/linkedingroup

Questions?

***Drop-in Counseling from
Sept 9, 2013 – Nov 26, 2013***

***Mondays 1:00 p.m. - 3:00 p.m.
Tuesday 10:00 a.m. – 12:00 p.m.
Thursdays 2:00 p.m. – 4:00 p.m.***

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