Your Social Media Job Search

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Overview

- Social Media: Online media that enables conversations or interactions between people.

- Focus of seminar: Using Social Media for (in priority order):
  1. Networking and “Direct Contact”
  2. Additional Target Research
  3. Headhunters and Ads

- Platforms we will cover “critically” include: LinkedIn, Twitter, Facebook, Blogs, Email Lists because:
  - LinkedIn: has already proven itself as a job search/career management aid. If your job target is well represented on LinkedIn, you should join this platform.
  - Email Lists: are an often-overlooked, “low-tech” social networking tool. Yet they have shown great results and are widely accessible.
  - Twitter: has received a lot of press and has many users, including leaders in a variety of professions. It may have potential to enhance your search.
  - Facebook: is enormously popular and receives lots of media attention. But how well can it help your search?
  - Blogs: are easy to access and use, and have potential as a job-search aid in many situations.
For most professionals, LinkedIn is a MUST for conducting an effective job search.

Take advantage of LinkedIn’s unique features that make it easier to get interviews.

- Get introductions to people through your LinkedIn Network.
- Keep in touch with your network by being active on LinkedIn.
- Contact people you don’t know via LinkedIn Groups.
- Demonstrate your expertise to potential employers via a powerful LinkedIn Profile.
- Find hiring managers for ads posted on LinkedIn and contact them directly.
- Maintain your presence in a place that recruiters use to search for candidates.

Many of these same features are also very useful for job-target research.
• Get an id- it’s free

• **Get Set up**
  1. Write your profile  
  2. Set your access rules: be more open- more likely to be found by employers/recruiters.
  3. Implement a strategy to build your network
  4. Join groups

• **Then, Use it!**
  • Advanced People Searches  
  • Job Postings by relationship  
  • Companies
  • Participate in and learn from Groups, “Answers”
  • General activity to keep in touch with your network
Tips for your Profile

✓ Write your profile (as you do your resume) for the **specific audience** that you want to reach, that is, the people who could hire you in your job target. **Write a powerful, targeted profile.**

✓ Use the phrasing and **keywords that will resonate** with your target audience.

✓ Include the “so what’s” in your profile **when appropriate**; include the impact of what you did, not just your responsibilities.

✓ Your profile **should not be a laundry list** of everything you’ve done. Instead only include the experience that applies to your job target, and exclude or minimize experience that doesn’t.

✓ **Only one profile** (unlike multiple resumes, one for each job target), so you need to carefully choose your positioning.

✓ **Recommendations**—I highly recommend using them!

✓ **Twitter and blogs** can all be integrated if you would like them to be
FOR NETWORKING

- Decide on a strategy for accepting **requests to connect**
- **Request introductions** to 2nd and 3rd degree contacts: best way—offer something the recipient might be interested in.
- **Be active on LinkedIn**, since your whole 1st-degree network will see these updates in their e-mailed weekly digest.
  - status
  - Recommendations
  - Answer (or ask) Questions
  - Book Recommendations
  - Events
  - Any other parts of your profile that you update

FOR DIRECT CONTACT

- **Join Groups**, because in most cases the guidelines let you message anyone in a group
  - Alumni associations, Professional or Industry Groups etc. Those with an active membership and half employed
  - Search groups, find relevant ones (join the obvious ones you're already associated with in the “real world” first)
  - Participate and contribute to discussions
- **Conduct “Advanced People Searches”** once you have built your network and jointed groups,
  - By company
  - By job title and region
  - By keyword that might indicate your specific area of expertise
Example LinkedIn “Direct Contact” Message

Dear Claire,

Upon seeing your name in the AFP LinkedIn Group and noticing our additional shared connection, I thought I would reach out to you; I myself have many years of experience with fundraising.

I’m currently a Director of Event Planning at GoodOrg. In the long run I am looking to transition outside of non-profits into a university such as Ivy. Though not yet looking for a job, I would greatly appreciate 20 minutes of your time to gain your insight on how my experience might fit in a university setting. Given my many years of experience developing successful fundraising strategies and events, perhaps I could also share with you some ideas that you would find useful for Ivy’s efforts.

Some background: As you can see from my profile, I have over 10 years of experience in fundraising and event planning that I believe could be useful to universities. Highlights include:

• Developed an approach, working with IT, to identify most likely donors, which resulted in a 37% increase in donations following its implementation.
• Led a capital campaign last year that brought in $3 million and exceeded goals.
• Created partnerships with associations that provided new value to GoodOrg’s community; these partnerships were credited with substantially increasing donations.
• Planned and delivered a new event that exceeded fundraising forecasts, and was so successful that it has been instituted indefinitely on an annual basis.

I would greatly value your insight regarding this hoped-for transition. Would you be available for a brief conversation, either in person or by phone?

Elements of Success
• Focus on value to them
• Asked for just 20 minutes
• Mutually beneficial
• Powerful Pitch
• Not asking for a job
• No reference to a resume
• Call to action

This example excerpted from my book Your Social Media Job Search: www.hellmannconsulting.com/book.php

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www.LinkedIn.com, continued

RESEARCH AND ADS

- Do a “Company Search” – go to “more”, select companies, do advanced search (good for Networking as well)
- Use “Company Buzz” and subscribe to news about companies you are interested in working at
- Ask questions on “Answers”
- Follow group discussions
- **JOBS:** Sort by “relationship” to see those in your network or Groups who may be able to help you connect with the hiring manager.

OBJECTIONS I OCCASIONALLY HEAR

- My employer will see (everyone needs to do this, even if you’re “happily” employed.)
- I’m not comfortable making my information public (You can set your preferences. Be as open as you can.)
Twitter can be VERY helpful for job-target research.

- It can also be helpful for getting interviews via tweeting to those who you follow.
- Twitter’s job search benefit is NOT primarily from building a following for your tweets.
- Twitter works well for certain professions, but not for others.
- You need to invest three or four hours experimenting with Twitter to see if it will work well for your job target.
- Given this time investment and uncertain payoff, place Twitter further down on your list of things to do, and well-below getting set-up on LinkedIn.

- You need a free “Twitter Organizer” to use Twitter for your job search.
- Finding people and “lists” to follow often involves going outside of Twitter, to external websites where directories of Twitter users are housed.
Twitter, continued

- Go to [www.twitter.com](http://www.twitter.com)
- Create a profile: Ensure your short profile description is targeted to your audience
- To follow people: Need an organizer. I use Hootsuite ([www.hootsuite.com](http://www.hootsuite.com)). Others include Tweetdeck, Seesmic.
- Find top **lists** – this is really valuable for both Direct Contact and target research.
  - Go to [www.listorious.com](http://www.listorious.com)
    - Find “140 top lists” at right, scroll down until you find something that fits with your target, e.g. “CIO” or “CMO”, etc.
    - Do searches on individuals or the whole list.
www.Twitter.com, continued

- Find people to follow by doing **searches**
  - create a search column, use #job IT NY as an example, to see job postings for IT in NY
  - create a search or keyword column, to see how a brand is being mentioned (yours or a company on your marketing plan), e.g. Pfizer
  - Hash Tags: “organic” way of identifying people who are tweeting on a certain topic.
    - go to www.wefollow.com, under top tags, select more tags, then look under “people in tag”, e.g. #marketing – select, sort by followers, find someone interesting, then go to Twitter.com to get a look at her/his tweets before following.

- Find people to follow by using **directories** of people who tweet
  - Go to www.twellow.com: broken out by industry/profession
  - Example - look under financial services. Or can select subcategory “corporate governance”.
  - [www.tweepsearch.com](http://www.tweepsearch.com) (tweep means someone who tweets), e.g. enter “financial”.
  - [www.justtweetit.com](http://www.justtweetit.com): find people to follow who share your interests. So, say you want to apply your finance skills in universities. Go to category “Education”, subcategory “Colleges and Universities”

- Search Twitter Job Postings (best for the professions listed earlier)
  - Applying via Twitter postings can give you a leg up for certain professions, because
    - You are making a statement about your tech- or communications-savvyness by posting via Twitter
    - Certain jobs may just be posted on Twitter, because they require knowledge of social media.
  - [http://jobmob.co.il/blog/twitter-job-openings-postings-leads/](http://jobmob.co.il/blog/twitter-job-openings-postings-leads/): List of Twitter job feeds globally, by type of industry/profession
  - [http://twitter.com/jobshouts](http://twitter.com/jobshouts): filter by keywords, e.g. Pennsylvania, financial
Blogs

- Follow the blogs of leaders in your field to learn about the latest developments that will help you land and ace interviews.
- Consider using the “comments” section of a blog to establish a dialogue with a blogger who may be able to help you with your search.
- Don’t blog regularly for your job-search unless it really comes easily to you.
- Do consider writing an occasional blog entry to demonstrate your expertise and currency in your field.

- **To write a blog**: [www.wordpress.com](http://www.wordpress.com) – easy to set up. You can link it into your Linkedin profile, or your website. You can post blog updates from Twitter.
- Others include blogger.com and blogspot.com.
Email Lists

Many associations have active, thoughtful email lists (sometimes called “listserves”) that cover hot-topics in your field. If so, you should take advantage of this important benefit.

- Search email “conversations” in list archives to learn more about your profession.
- Ask questions of other colleagues on the list that can help you with your search.
- Answer questions posed by list colleagues, to help build your reputation.

Email Lists (also referred to as electronic mailing lists, or sometimes incorrectly as List serves) are a tool for sharing messages among individuals who subscribe to the list that form conversations around specific topics. These conversations can be archived and are searchable. You do not need any special software to subscribe to an email list.

- Email lists are usually affiliated with Associations
Things to do on Facebook

- Tell your network of Facebook friends what you are looking to do—spread the word!
- Facebook Groups are similar to LinkedIn Groups (though less effective)—investigate joining them.
- Keep your Facebook profile and dialogue (e.g. Wall) content-appropriate for a job-search. Or: ensure you are restricting who can see your profile.
  - Applications such as “Easy-CV” allow you to create an excerpt of your resume and place it on Facebook.
- Go to www.simplyhired.com, click on the Facebook icon and follow the directions—then see which of your “friends” can help you to get the job shown in the ad.
- Search for job postings under “Facebook Marketplace” (remember—only 6% of jobs are found via ads, according to Club research).

- Subscribe to my career strategy blog, from my website

- Check my website for updates to career links, job search tips, and other places I’ll be speaking.
  www.hellmannconsulting.com