

# Using Social Networking/Media to Find Your Next Job

**AKA**

Using the Internet & Social Networking  
in Your Job Search

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# Who am I?

- Joseph Guarino
- Working in IT/Business for last 15 years:  
Systems, Network, Security Admin, Healthcare IT, Technical Marketing, Project Management, IT Management
- CEO/Sr. IT consultant with my own firm  
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# Why is this relevant?

- All IT people have an invisible expiration date stamped on our heads.
- 3 years or less.
- I've had to change jobs often and get really good at doing the job search & networking.
- I've lived through this!

# Objectives

- Using the job search engines
- Using social networking/social media to network your way into your next job

# Job Search Engines



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# Key Job Search Websites

- [Monster.com](#)
- [Careerbuilder.com](#)
- [Yahoo Hotjobs\\*](#) (\*now owned by Monster)
- [USAJobs.gov](#) - Government jobs
- [Boston.com/jobs](#) - MA specific

# Key Job Search Websites

## Meta Engines

- **Simply Hired** – Meta engine which aggregates jobs from other job sites and corporate sites.
- **Indeed** - Yet another meta engine which aggregates jobs from other job sites and corporate sites.
- **LinkUp** – Meta search engine which lets you search many (20,000) company websites for jobs.



monster®

The worlds largest job search website.

# Key Points for Monster\*

- Complete the required profile information as much as possible. Professional summary, skills, education/certifications, professional associations, interests/hobbies, honors/awards, links to websites/blogs, picture, etc.
- Make usre your grammah and spellingg is correkt!
- Make it searchable or visible.
- Set up search agents/mail alerts or use RSS feeds.

\*this applies to all job search sites.

## Monster Example Search Agent

- Use the saved search feature!
- Click on the Jobs Pull-down Menu
- Then >> Search Jobs
- Type what you want...
- Click the Save This Search button on left.  
Set to daily.

# Monster Search Agent

The screenshot displays the Monster.com search interface. At the top, the navigation bar includes 'Home', 'Profile & Resume', 'Jobs', 'Career Tools', 'Advice', and 'Communities'. The search bar shows 'Job Title: cio' and 'Location: boston ma'. A 'Save This Search' dialog box is open, containing the following text:

**Save This Search** ?

Tired of doing the same search over and over? Save your search so you can use it again later.

Save search as:

**Current search criteria:**

- Job Title: cio
- Location: boston ma
- Radius: 20 miles
- Job Posting Date: Last 60 days

Save even more time by having the results of your saved searches emailed to you.

**Email me results:**

To change any of your search criteria, click **Cancel** to go back. Otherwise, click **Save** to finish.

**Cancel** **Save**

The background shows search results for 'CIO' positions, including one from Eliassen Group and another from Wellesley College. The page also features a 'Related Degree Programs' section at the bottom.

# Optimizing your Monster resume/profile

- Your online resume is competing against a sea of others...
- Use basic SEO (Search Engine Optimization) analysis to improve your chances.
- Look for the type of jobs you are seeking
- Create a list of the titles and then the required skills.

# Optimizing your resume/profile

- Infuse your resume with those words if they are relevant, are the skills you have and will lead the right companies/recruiters your way.
- Integrate these into your resume content where appropriate.
- Please remember that the content matters more than the keywords.
- Show how you made a difference, your strengths, and the impact you bring to an organization.

# Job Site Limitation

- Don't just search on job sites alone.
- This is the starting point!

# Build Relationships!

- Couple job search sites with your networking activities.
- Use this to find potential job targets **THEN build relationships** that may lead you to the job you desire.

# Remember

It's a people or connection search  
more than a job search!!!

# Social Networking



# Be Mindful

- According to Clearswift, 77% of HR managers use social networks to search for candidates.
- According to Careerbuilder.com, 1 in 5 hiring managers conduct background checks on candidates using social networks, 34% have disqualified them based on these checks.

# Social Networking?

- Set of integrated associations among people.
- Often based upon family connection, work, hobby or other common interests.
- Internet as a platform (I.e. websites) which allow us to establish(**start**) important social relationships.

# Social Networking Websites

- Central to the concept is the profile.
- They allow us to connect via email, instant messages, forums, etc. Share information, images, videos, presentations, etc.
- They allow us to connect regardless of geographic boundaries.

# What is Socia Media?

A Conversation .....



# Social Media

- Medium for interactive social interaction using communication technologies.
- Internet is platform
- Not the old world of industrial media...
- Participatory, community based, interactive
- User Generated Content

# Social Media vs. Networking

## Social Networking

- Relationship focused
- Online then in person
- Yeild relationships

## Social Media

- Content Focused
- Sometimes only online
- Yeild relationships (sometimes)

# Vital Information!

# Build Relationships

- Building real relationships!
- This is more important than the number of friends, connections, follows, comments, etc. you have on any network!
- Build quality over quantity connections!

# Build Relationships



SHUT DOWN  
COMPUTER,  
GO OUTSIDE,  
MEET SOMEONE

# Social Networking

Core social networking truisms  
both off (real life!) and online

## Be Careful What You Post

- Consider your interactions with the Internet to be 100% public.
- Retention period is infinite. The data will be online or saved/archived FOREVER!
- Recognize you no longer completely own it or control it. Read privacy and Terms of Service statements.
- Don't post, IM, email anything you wouldn't want on a job application, employment record, or in the morning news.

# Don't Believe Me?

According to Clearswift, 77% of HR managers use social networks to search for candidates.

# Networking 101

## On and Offline

- **Networking** is about making authentic connections with people. Think **friendships...**
- Find a mentors, super connectors, lifeline relationships, i.e. powerful relationships for career and life success.
- Communicate in a professional manner.
- Write, act, dress and be as you would like to be perceived.

# Networking 101

- Do your homework before connecting. Research the company, industry, periodicals.
- Engage in a compelling conversation, email and open a dialog.
- Remember ***opportunities*** are **everywhere** and ***everyone*** is important.

# Networking 101

## On and Offline part 2

- Join/attend local industry organizations and events.
- Meet and connect with new people at these events. Try for 5 per event.
- Follow up every time with email/phone call.
- Be active, participate and contribute in these communities.

# Real World Examples What would you do?

# Connection Example

- Perhaps you want to work as a project manager in the auto industry.
- How would you go about connecting on and offline with hiring managers or others in your current desired (or related) roles?

# Online Ex.

- Use LinkedIn search feature, Google, Pipl, Peekyou to find related people in that industry.
- Note those that have any connection to your current network. Ask current connections to introduce you.
- Carefully review profile for ideas on how to connect.
- Did they write an article, book or have a hobby you both are into as well?

# Online Ex.

- Are they in a relevant networking group?
- Are you part of that group as well? Join it!
- You need a compelling excuse to engage.
- **FIND ONE!**

# Online Ex.

- Remember it isn't about you asking for things.
- What uniquely do you have to give?
- How can you help them?

# Online Ex.

- Don't just add them on a social networking site and consider it a relationship!
- Foster this relationship with consistent follow up & connection.
- If they are local go out to lunch or meet at a mutual networking meeting.
- Build the relationship!

# Real World Ex.

- Attend a networking event.
- There are tons of them listed on LinkedIn, Facebook, Meetup, through your alumni association, club, group, etc.
- Join and GO to meetings.
- Have an objective or even target to meet with each meeting!

# Real World Ex.

- You want to meet an executive in the automotive industry.
- Boston LinkedIn group has monthly meetings & presentations.
- Browse group and find other members.
- Connect online and then in person at meeting.

# 5 Key Networking Steps

- Identify top 5 prospective companies
- Do a people search NOT a job search. i.e. Who is the hiring manager or other related person? How can I connect with them?
- Use search engines to find fellow employees at that target co. or hiring managers.
- Connect and foster the relationship.
- Give more than you get...

# Pay it Forward

- Volunteer your skills to a non-profit
- Help someone else get a job
- Share your knowledge/expertise
- In return you will receive many fold

# Networking 101

## Building YOU as a Brand

- Start a blog, podcast, vidcast, mailing list, website, etc.
- Build your own person brand! Make people recognize and remember you.
- This will bring networking and career opportunities to you.
- Join professional & other organization that will propel you forward. i.e. Your industry trade groups, **Toastmasters**.

# Networking Works

According to BH Careers International:

Over 80% of jobs are not advertised and nearly half of employees obtain their position through **networking.**

# Wisdom used to be...

- Great skills/experience = great job.
- Doesn't necessarily translate to long term career success.

# Truth is...

- Now it's really the skills/experience plus the value of those in your network.
- RELATIONSHIPS MATTER to you career!
- Often MORE than those other things!

“It is literally true that you can succeed best and quickest by helping others to succeed.”

Napoleon Hill

# Before we review Social Media/Networking Sites

# What is your... Social Networking Plan

# Social Networking Plan

- Fill out our Social Networking Plan worksheet.
- Ask yourself the question: What do I need to attain in terms of relationships (using online/offline world) to arrive where I desire to be?
- Plan it, schedule it, implement it.
- Find yourself there!

# Business Social Networking Websites

- **LinkedIn** – Largest business focused social networking community.
- **Facebook** – Not sole focused on business but an effective site none the less.
- **Twitter** – Microblogging but can be used for networking.
- **Numerous other sites** for just about every type of networking.



## Business Social Networking

# LinkedIn Example

- Best of breed in business social networking
- Fused resume, cover letter and references all in one.
- All the trappings of a social networking site but with solely a business focus.

# LinkedIN

- Complete the required profile information as much as possible. Professional summary, experiences, education, recommendation, interests, links to websites/blogs, picture, etc.
- Complete your profile 100%.
- Make usre your grammah and spellingg is correkt!
- Make your public profile visible.

# Optimizing your LinkedIn Profile

- Identify the job(s) of interest
- Do basic SEO as described above. Key search terms that relate to your targeted job integrated into your content.
- Cater your profile toward that target.

# LinkedIn

## Building Your Network

- Connect with your previous/current social networks. i.e. High School, College, Current/Previous Employers, Interest Groups, Volunteer Organizations, etc.
- You can import contacts from Gmail, Hotmail, Yahoo, Aol email accounts or from standalone email client such as Outlook or Apple Mail.
- Get recommendations – i.e. ask for them!

# Steps for Finding Jobs on LinkedIn

- Connect!
- Seek out hiring managers, HR, and others in the same field at all levels.
- Find 2<sup>nd</sup> and 3<sup>rd</sup> degree connections that are connected to your target – ask for an introduction.
- Let your whole network know you are looking for a new position. Ask them for advice or help in your search.

# LinkedIn

- Join groups of interest to your job search/career path.
- Engage the LinkedIn community - Ask and answer questions.
- Use the job search feature.

## Connecting Properly

- Show your knowledge and expertise.
- Engage the person you are contacting in a topic of interest to your industry, recent article, etc. Get creative in the way you engage and start a discussion.
- Don't use canned communications ever! (“I'd like to add you to my network.”) It's like saying, “Yo! Add me!”
- Give and you will receive! Help others gain the networking goals!

facebook®

# Facebook

- One of the largest social networking sites with more than 600 million active users.
- Key features: Profile, add friends, exchange emails, photos, videos, etc.
- According to Social Media Today, as of 04/10 – 42% of Americans have a Facebook.
- Your Grandparents & your friends dog are...

# Facebook

- Not as professional atmosphere as LinkedIn or even Twitter.
- Yet, still a networking site with opportunities.

# Facebook Profile Recommendations

- Fill out your profile entirely
- Add a professional looking picture
- Set the professional tone with your content.
- Do basic SEO as described above. Key search terms that relate to your targeted job integrated into your content.
- Cater your profile toward that target.

# Facebook

- If you use FB for business/finding a job/developing your career then make your profile content PROFESSIONAL in nature.
- Be mindful of what you post in terms of profile content, pictures, videos, status updates, “likes”, “fan pages”.

# Facebook

- Join related industry and trade groups relating to your target position(s)/industries.
- Network within them.
- Search for key people in your industry.
- Open up a connection with them.

# Facebook

## Building Your Network

- Connect with your previous/current social networks. i.e. High School, College, Current/Previous Employers, Interest Groups, Volunteer Organizations, etc.
- You can import contacts from Windows Live/Hotmail, Yahoo, AOL email accounts or from standalone email client such as Outlook or Apple Mail.

## Steps for Finding Jobs on FB

- Connect!
- Seek out hiring managers, HR, and others in the same field at all levels.
- Find 2<sup>nd</sup> and 3<sup>rd</sup> degree connections that are connected to your target – ask for an introduction.
- Let your whole network know you are looking for a new position. Ask them for advice or help in your search.

# Facebook Privacy

- Facebook privacy settings should not be relied upon.
- Don't be lulled into a false sense of security.
- Test them.
- <http://youopenbook.org/>

twitter

# Twitter

- Micro blogging key with social features.
- Tweets are text based “posts” of 140 characters.
- Can subscribe to someone (follow) or get people to subscribe to you (get followers).
- Profile is open to public by default.

## Twitter Profile Recommendations

- Fill out your profile entirely.
- Add a professional looking picture.
- Set the professional tone with your content.
- Tweet about your expertise, related news, your professional life, etc.

# Twitter Crash Course

- **Tweet** – basic unit, a message
- **#** - (Hashtag or pound symbol) to indicate a keyword.
- **@** - sign indicates you are replying to a certain user
- **DM** - (Direct Message) Twitter equivalent of email.
- **RT** - (Retweeting) reposting some else's Tweet in your feed.

# Twitter Privacy

- By default your account & tweets are open and readable by all.
- Don't assume privacy of your communications.
- Adding location isn't required.
- Protect my tweets does make them not public but also can counter your networking goals.

# Finding Twitter Followers

- LinkedIn Profile
- Websites/Blogs
- Search # tag
- <http://search.twitter.com/>

# Twitter No-No's

- No one wants to know what you just ate.
- Twitter isn't IM.
- It's not all about you!
- Foul language degrades you and injures your public perception.
- Don't use auto DM (Direct Messages) or you may be considered spammy.

# Twitter No-No's Cont.

- Don't talk at followers - connect with them, open conversations...
- Share expertise
- Be real
- Be human

# Twitter Recommendations

- Don't talk at followers - connect with them, open conversations...
- Share your expertise via personal insights, blog posts, articles.
- RT others great tweets.
- # keywords in your tweets

Google+

# G+

- Most recent entrant to Social Networking space as of 06/28/11.
- G+ has nearly 50 million+ users
- Integrates social services of Google Profiles, and adds Circles, Hangouts and Sparks.
- Tight integration with all of Google's services.

# G+ Profile Recommendations

- Fill out your profile entirely.
- Add a professional looking picture.
- Set the professional tone with your content.
- Tweet about your expertise, related news, your professional life, etc.

# G+ Recommendations

- Use Sparks to find topics of interest and explore networking opportunities
- Use search to find people of interest
- Connect same as with other networks
- Same Do's and Dont's



# YouTube

- Largest video site on the Internet with some basic networking features.
- Great potential for sharing your knowledge/expertise w/ huge potential audience.
- Packs a big punch when used with other social media tools.

# Blogging

# Blogging

- Blogging can be a powerful way to build your reputation and attract hiring managers/recruiters, etc..
- Bi-directional communication.
- Can be helpful in forging relationships..

# Blogging

- Free Accounts – Wordpress.com, Blogger.com
- Can get a custom account and own domain [www.somedomain.com](http://www.somedomain.com) + hosting for <\$10/mth.
- Put your blog URL in your social networking profiles.

# Blogging

## What to Write?

- Creatively engage your target...
- Do you have something to share?
- How might you be able to attract others with your message?

# Use Social Media

To Build and Manage Your Personal Brand

# Social Media Tools

- Social media management tools
- Allow you to manage many accounts at once.
- Increase your productivity.
- Available in standalone desktop applications, web browser application and mobile application.

# Social Media Tools

- **Tweetdeck** – free application that allows management of Twitter, Facebook, MySpace, LinkedIn, Google Buzz and Foursquare status updates.
- **Seesmic** – free application that allows basic social media management of networks above.

# Social Media Tools

- **HootSuite** – Social media dashboard management application. Support for Facebook, Twitter, LinkedIn, MySpace & Wordpress.
- **Ping.fm** – Social media dash that supports nearly all the networks you might need.

# Build Relationships



SHUT DOWN  
COMPUTER,  
GO OUTSIDE,  
MEET SOMEONE

Remember this has nothing to do with technology!

Technology is an enabler of real relationships!

Start today!

# Conclusion

- Set in place a written plan. Commit to taking action or guess what will happen?
- Get yourself in the job search engines/networking sites!
- Start networking with the goal of building real, authentic relationships
- Let me know how it's going of if I can be of help!

# Question/Connect

- Please feel free to **contact me** with any questions.
- You can connect with me on any of the social networks at:
- **<http://network.evolutionaryit.com>**

I wish you all great success!!!