

CAREER FORWARD

**SOCIAL MEDIA AND
YOUR JOB SEARCH**



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Social media is a big deal for job seekers today. In the job search process, social media can help you connect with recruiters and hiring managers—and could ultimately lead to career or internship opportunities at a wide range of companies. Recruiters rely heavily on social media, with 73 percent having hired talent through a social network. But social media can also be damaging if your profiles are not professional and geared toward the opportunities you wish to be considered for.

The guidelines in this chapter will help you make the most of social media in your job search.



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Having a social media presence has become a must for the serious candidate

More than 92 percent of recruiters use social media—or social recruiting—to¹:

- Search for candidates
- Contact candidates
- Stay in touch with potential candidates
- Generate employee referrals
- Vet candidates before the interview
- Post jobs

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Social media may be great for your personal life, but it's quite different when it comes to your work life

KEEP IN MIND:

Your public profiles should be professional in nature

First impressions start way before the first handshake. A future employer may want to interview you at first, but decide not to move forward after reading your profile or online content. According to Jobvite®, 55 percent of recruiters have reconsidered a candidate based on their social profile, which can lead to both positive and negative reassessments.

Your professional profiles should always be current

This includes posting your most recent résumé, refreshing your online profile, posting current projects, and updating contact information. When possible, ask colleagues for

recommendations to post on your profile before you begin looking for a new job.

Your online content can leave a good or bad impression

Always be mindful of what you post and how it may come across. Avoid using texting lingo, slang, symbols, and abbreviations in your online communication with contacts. Write as if you are speaking to the person face-to-face. This is a simple and effective way to convey professionalism. Regularly monitor your profiles and avoid/delete any comments that may put you in a negative light. Whether good or bad, never post sensitive information about your past or current employers.

Pictures should always be professional

Companies consider social media a way to get to know their prospective employees before meeting them. Develop a strong profile that highlights your skills and experiences, and include a professional photo—not a “selfie.” It’s a good idea to have consistent professional images across all of your social pages, including Facebook®, LinkedIn®, Twitter®, Instagram®, and Snapchat®.

Find recommended tips and tools

Whenever you use a social network for career opportunities, visit that social network’s help section for recommended tips and tools. This can really assist you in leveraging the site to your advantage.

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Create a professional brand ad campaign for yourself with social media

Use social media wisely in your job search

- Use it as a networking tool to increase your number of connections.
- Create and promote your personal brand through your social media profiles. Your brand consists of your experiences, strengths, passions, career goals, and specialties that make you the individual you are.
- Establish your credibility by following experts and groups in your field of interest.
- Follow companies you may be interested in working with, as well as educational institutions or alumni associations that often have their own databases of jobs. Don't be afraid to reach out to someone who intrigues you. Reply promptly when someone reaches out to you.
- Establish yourself as an expert in your industry. Use your status updates to share content about industry topics, tips, and advice. You don't have to create original content to be viewed as someone in the know.
- Stay engaged even when not actively seeking new employment opportunities by maintaining your profiles. Comment, tweet, like, share, and post on your social media networks when applicable on different sites.
- Be consistent. Does the information on your LinkedIn account align with the information on your other social accounts, and even on your résumé?
- Review your privacy settings for each social site so that you can control what is viewed publicly vs. what is viewed by those in your network.
- Finally, don't forget to Google® your name from time to time to find out what others can see about you online.

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Commonly used social media sites:

LinkedIn

As the main social media source for career opportunities, 79 percent of recruiters claim to have hired employees from connections made on LinkedIn. Your profile should always be complete, up-to-date, and should highlight your skills and talents. Include a well-written summary that describes your experience, interests, and career goals. Doing so will increase your chances of connecting with the right people and the right opportunities—your profile could potentially be viewed countless times on leading search engines. And according to LinkedIn, users with complete profiles are 40 times more likely to receive job opportunities! Add industry-specific terms and keywords to your title on LinkedIn, to your summary, and to your experience section.

Promote your brand by commenting, sharing, liking, and posting on your LinkedIn home page. Recommendations

are one of the most valuable attributes of LinkedIn—but can be difficult to secure from time-crunched colleagues. Be sure to recommend and endorse colleagues when appropriate, so they will be more likely to return the favor.

Facebook

After LinkedIn, Facebook is the site that potential employers will most likely visit before inviting you for an interview; 66 percent of recruiters use Facebook as a recruitment tool across all industries.

As mentioned earlier, keep your Facebook page—including pictures—professional. But don't completely "sterilize" your profile page. Recruiters want to see who you really are, and if you're a culture fit.

Facebook can be a great source of information for job seekers. You can like companies that you are interested in, follow their posts, advertisements, and even inquire about open positions.

Twitter

Another useful job search tool, here are some tips to help you leverage Twitter for career opportunities:

- Create a descriptive username that complements your job search.
- Put a brief but powerful statement in your personal bio. If there's an industry or career you are passionate about, let that show.
- Use a professional picture.
- Have a custom background that will give you a more professional look or highlight your qualifications.
- Include a link to your online résumé.
- Follow experts in your industry on Twitter—check out the tools found on Twellow® and Hootsuite® for help with this. Also, follow companies you may be interested in working with.
- Get targeted job tweets sent to your Twitter feed or mobile device.

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Popular sites	Primary use	Ideal for
LinkedIn	Professional networking and job search	Tenured professionals and those who want to separate their social sites between life and work
Facebook	Comprehensive social networking	Workers who often use a social site for both work and personal social activity
Twitter	Instant messaging and microblogging	Online reputation building and appealing to employers

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¹Jobvite; Social Recruiting Survey Results 2014

EXIT



WANT TO LEARN MORE ABOUT MOVING YOUR CAREER FORWARD? This document is an excerpt from our comprehensive *Career Forward* guide, which will help you make the most of your job search in today's competitive market. Download your complete guide today.

