

## Social Media and Your Job Search

Why is social media important to your job search? In recent years, many companies have reported that they are relying on this tool to help them find the right candidates to fill their open positions, especially those not posted online. However, while social media can be a great networking tool, your social media profiles can also be detrimental to your job search. Here are some tips on how to use social media as a positive force in your job search.

### What is Social Media?

Officially, social media is an umbrella term that defines the various activities that integrate technology, social interaction and the construction of words, pictures, videos, and audio. Examples are LinkedIn, Twitter, and Facebook.

### Dos and Don'ts of Social Media

- **Do** use social media to network. Let your social media connections know that you're seeking employment, and contact people who might be able to help you along the way. However, make sure to stay professional when reaching out to contacts. See Avivo's materials on Networking for more information.
- **Do** join groups related to your professional interests. Joining these groups can give you more information about industries you're thinking of entering and connect you to people who work in the field.
- **Do** follow companies you're interested in. You can learn more about a company, keep up with its job postings, and identify any connections you may have to the company. LinkedIn is especially good in this regard.

- **Do** look for job leads. Some social media sites, particularly LinkedIn, have job search features, where you can find a wealth of job leads using various filters. On other social media sites, you may be able to find job listings by looking at a company's profile or page.
- **Do** ensure that your privacy settings protect personal information you don't feel comfortable sharing with an employer.
- **Don't** make unprofessional and inappropriate posts on social media. Employers will likely look at your social media profiles during the hiring process.
- **Don't** make negative posts about employers. If employers see you making negative comments about your current or past employers, they may wonder if you will also make negative comments about their company.
- **Don't** pester your social media connections or companies you reach out to. Certainly contact your networks about job opportunities, but don't be demanding or impatient.