Navigating the Social Media Job Search

SOCIAL MEDIA JOB SEARCH TIPS

TOP 5

1. KEEP A PROFESSIONAL AND CONSISTENT IMAGE TO DEVELOP YOUR PERSONAL BRAND.
2. DEVELOP A SYSTEM TO STAY ORGANIZED.
3. CONNECT WITH PEOPLE ON LINKEDIN AND SEND PERSONALIZED MESSAGES.
4. SHOW SOME PERSONALITY TO MAKE YOUR ONLINE PROFILE UNIQUE!
5. USE #HASHTAGS TO FIND KEY INFORMATION ACROSS MULTIPLE PLATFORMS.

• SUGGESTED SOCIAL MEDIA ARTICLES •

► CAREER COUNSELOR’S GUIDE TO SOCIAL MEDIA IN THE JOB SEARCH // NACE BLOG
Learn how to create strong profiles, network, and find jobs and internships. Determine how to use social media in your career searches across various platforms.

► 45 THINGS TO DO ON SOCIAL MEDIA TO FIND JOBS // Erin Greenwald for THE MUSE
Grasp the newest online job search techniques with these social media tips and ways of using specific platforms.

► 5 GRAPHICS THAT’LL SHOW YOU EXACTLY HOW TO USE SOCIAL MEDIA FOR YOUR JOB SEARCH // Kat Moon for THE MUSE
Master using Twitter, Pinterest, Facebook, and Instagram to further your career and build your personal brand.

► HOW TO HUNT FOR A JOB USING SOCIAL MEDIA // Yohana Desta for MASHABLE
Learn how to search, follow, tweet, and use hashtags like a pro! Plus, master the art of staying connected on Facebook, Pinterest, and LinkedIn.

► 4 REASONS WHY YOU NEED A SOCIAL RESUME // Ariella Coombs for CAREEREALISM
A social resume is an online version of your resume that appears on a social networking site or on your personal website. Learn how to use social media for maximum exposure.

Links to these articles and more, available at careers.umbc.edu/tools

HOW JOB SEEKERS ARE USING SOCIAL MEDIA
BY SOCIAL MEDIA PLATFORM

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*Source: Class of 2015 Student Survey, NACE