

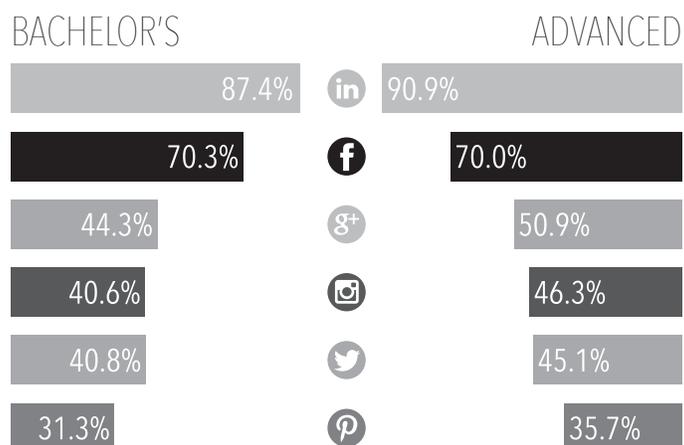
## SOCIAL MEDIA JOB SEARCH TIPS

# 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 PROFILES **UNIQUE!**
- 5 USE **#HASHTAGS** TO FIND *KEY INFORMATION* ACROSS MULTIPLE PLATFORMS.

## HOW JOB SEEKERS ARE USING SOCIAL MEDIA BY SOCIAL MEDIA PLATFORM

### BY DEGREE AND PLATFORM



\*Source: Class of 2015 Student Survey, NACE

## 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.