

Networking / Social Media and You

According to data from the U.S. Bureau of Labor Statistics, 70 percent of all jobs are found through networking. Based on this, it goes without saying that networking is the most effective job search method and should play a pivotal role in all job searches.

Networking

Quick and easy ways to network effectively:

- **Join your Alumni Association**
- **Utilize your Professional Associations** – your career industry probably has a professional association composed of individuals that have a vested interest in networking within their career field. These professional associations may have job listings, conferences, or other networking events designed to connect individuals in the industry.
- **Chambers of Commerce** – your local chamber of commerce offers an excellent opportunity to become involved. Connecting with other professionals can lead to employment information and networking opportunities.
- **Honor Societies** – if you were a member of an honor society (or two) while in college, know that most of these organizations exist on a National scale and this usually means they will have job listings, conferences, and other networking opportunities.

Social Media and You

Not utilizing any social media platforms **COULD** be hindering your job search. More employers are using social media to post jobs as well as to learn more about potential candidates. What does this mean for you? Well, it means that not only should you maintain an online presence, but that presence should be free of potentially damaging information.

Here are some tips on how to utilize two social media sites that can easily enhance your professional image:

- **LinkedIn** (www.linkedin.com) is an online professional networking site used by 225,000,000+ registered members (including over 30 million students and recent college graduates) globally. It allows you to connect

with other professionals who may be doing something you are interested in pursuing. You can join specialized groups, alumni groups, or other professional associations to increase your connections. You will quickly see how everyone is linked together!

- How to effectively use LinkedIn - help.linkedin.com/app/answers/detail/a_id/398
- [Building a Strong LinkedIn Profile](#)
- **Twitter** (www.twitter.com) is much more than just a site to follow celebrities. The vast majority of the largest corporations in the world have Twitter accounts and consistently tweet out job openings. How to effectively use Twitter:
 - Choose a professional username and create your profile.
 - Add your website or blog if you have one (make sure these are professional too!)
 - Keep it clean and make the best of the 140 character limitation in your tweets.
 - Make sure you follow relevant industry sources and stay up to date on what's happening in your chosen field.

Some career-related accounts you might want to follow:

[@BrandYourself](#), [@GoinGlobal](#), [@Careerealism](#), [@Internabroad](#), [@CareerSparx](#), [@Internships](#), [@NewGradlife](#)

Other tips:

- Social media is what YOU make of it. Use it effectively and give advice as much as you ask for it. If you rarely log on, you will rarely succeed.
- Do not post information, pictures, or videos that you wouldn't want a potential employer to see.