

Why use social media for job searching?

- Recruiting through social media is an emerging strategy among recruiters
- Thousands of jobs are posted online through social media
- It is easier than ever to connect with employers and companies online



Why should you Link in?

LinkedIn allows you to:

- Display your resume online for free
- Connect with colleagues and build a professional network
- Discover news and professional insights

How can you find success on LinkedIn?

1. Your Profile:

- **Profile Picture:** Add a professional picture of yourself that represents you appropriately to potential employers and connections.
- **Endorsements:** Strengthen your professional brand by adding your skills to your profile so that your connections can endorse you.
- **Work & Volunteer Experiences:** Include all your work and volunteer experiences such as internships, placements, freelance and extra-curricular activities to your profile to round out your professional identity.
- **Headline:** Your headline is your selling point and likely one of the first things an employer reads when viewing or searching for your profile. It should say something about yourself that sets you apart from others on LinkedIn.
- **Recommendations:** Improve your profile and increase credibility by getting recommendations from professors, advisors, employers and supervisors.

2. Engage

- Search LinkedIn to join groups such as professional and job search groups and “follow” companies related to your career field and interests.

3. Stay Active

- Interact with your connections to get noticed by other professionals, by liking comments, commenting on articles, sharing network updates, and posting articles.

4. Job Search

- Use the job search tab to browse by job title, key words, company name, function and location.
- Search companies that you want to work for to see what connections you have in common and jobs they are hiring for.



Twitter is an online social networking and micro-blogging service that allows users to “tweet” information in 140 characters or less and send a “direct message” to other users.

How can you find success on Twitter?

- Ensure that you have a professional user name and profile picture and include a brief profile about yourself
- Search and follow organizations, companies and individuals that you are interested in receiving updates from. Twitter also allows users to “re-tweet” or “quote” tweets that show up in their twitter feed
- Share useful links to articles, photos and stories and your opinions on current issues within your field
- Include hashtags (#) in your tweets to categorize tweets with trending topics, find tweets on a similar topic, and be part of an active discussion
- Conduct a job search on twitter by following job search companies such as Eluta.ca, Talent Egg, GTA top employers, LinkedIn and Workopolis
- You can also search for job though twitter on TwitJobSearch:www.twitjobsearch.com



Facebook is an online social networking service which allows users to create and customize their own profile and timeline.

How can you find success on Facebook?

- If you are comfortable sharing your Facebook content with employers, ensure that all photos and content on your profile are professional and appropriate
- Search for companies and organizations pages that you are interested in and “like” them to receive updates
- Be active and join discussions on Facebook by commenting on articles and statuses posted by companies
- If you do not want to use your profile both personally and professionally, ensure that your profile and timeline is private which can be accessed on the “privacy” tab

Social Media Do's and Don'ts

Do's	Don'ts
Be consistent across all social media accounts	Do not post inappropriate content
Have a professional profile	Do not use improper grammar
Be active on social media	Do not lie about your qualifications
Regularly update your social media accounts	Do not connect with people you don't know

