

Social Media Networking

Social Media is an alternative way of networking without having to attend in-person networking events. This document will cover the basics of social media networking, including:

1. Cleaning up your profiles
2. Using LinkedIn & Facebook
3. Posting content

Cleaning up your profiles...

- Before attempting to use social media as a job search networking tool, you're going to want to make sure your profiles are "cleaned up". A few ways you can do this are:
 - Separate personal from professional. The profiles you're going to use for networking should not be attached to the ones you use for personal updates.
 - Make sure all personal pages have appropriate images and content. Delete anything you wouldn't want anyone researching you to see. Maybe make all of your personal pages private, too.
 - Google yourself and see what comes up. Make sure everything that populates is something you'd want others to see.
 - Make sure to have a professional bio and headshot. Selfies are generally not a professional bio image.

Using LinkedIn & Facebook...

LinkedIn & Facebook are two common platforms used for networking. Here are a few ideas on how you can use them to search for your new job:

- Join Facebook networking or industry-related groups. Go to the "Groups" tab from your Facebook page, and search for relevant groups for your job search. For example, if you live in Portland, Oregon and are searching for a job in sales, you could search

“Portland Sales Groups” and see what comes up. Click on the “Join Group” button next to the groups you want to join. When you’ve been added to the group, you’ll be invited to post a welcome post. This is your opportunity to say hello to everyone in the group and start communicating with others in your industry. You never know who you might meet!

- Let your friends know you’re looking. Reach out to some of your friends who work for companies you’d be interested in working for. Ask them if they know of any opportunities and see if you can make a connection.
- LinkedIn is great, because it’s basically an online version of your Resume. Make sure your experience and what you’re searching for is clearly listed on your profile.
- Search LinkedIn for companies you’d love to work for, and see if you have any connections who work for those companies. If so, reach out and start a conversation with them.
- Don’t be afraid to reach out to strangers. Start the conversation with “I think we have a mutual connection, X” or “I’d love to ask you about your work with Nike”. Having a conversation with someone who currently works for the company you’d like to work for, could be a foot in the door.

Posting Content ...

- Make sure you’re posting relevant content to your industry on all of your professional social media pages. You can easily do this by following industry hash tags, sharing articles, your thoughts on a situation, etc. This shows your passion for your work and allows you to engage with others on industry topics.
- Ask questions. This is a great way to encourage engagement. For example, if you’re in marketing ask, “How did everyone feel about the new Coca Cola Commercial”. Start conversations with your network!