

## Social Media

Employers are checking out candidates on Facebook, Twitter, Instagram and other social media sites. Social media when used the wrong way can backfire and jeopardize a job offer or even your current job. It's important to be careful and consider what you shouldn't do, as well as what you should do, when using social media to job search. The information you post on these sites can be used to determine if you get that summer internship or permanent position.

When you're looking for a job or positioning yourself for career growth, it's important to have a professional online presence where you can showcase your skills and experience. LinkedIn is the #1 professional networking site used to develop your professional online presence during your job search process.

### How to Use LinkedIn to Get a Job

Getting started on your **professional** profile on LinkedIn is easy. You can start by clicking here:



#### Your profile should contain:

- A professional headshot
- Contact information
- A link to your resume
- Your educational background
- Details about your work experience
- Relevant skills
- Any volunteer experience you may have

Once you have created your profile, you can use it to take advantage in your job search. Here's how:

- **Join groups** in your field of study or the industry in which you want to work.
- **Connect with companies** that you may be interested in. From there you can look at individual members to see what kind of skills and experience they have to determine what type of skills you will need to get in that position.
- **Build your contacts** by networking and connecting with as many people as possible. The more connections you have, the more likely you are to find a job, simply because you have a bigger network. That means your profile will get more exposure and you could hear about more openings. But remember to build your contacts with professionals in your field of study or the industry you are interested in working.
- **Ask for and give recommendations** to help establish credibility. Don't be afraid to ask your contacts to recommend or endorse you.
- **Read articles** that give advice on how to find and get a job, important interview skills, and other advice relevant to job seekers.

#### 5 LinkedIn Mistakes That Could Hurt Your Job Search

- **Don't leave your sub-headline to read your job title.** The sub-headline is one of several important areas that drive keyword density, so entice potential employers and recruiters to click on your profile by putting in a personal branding statement.
- **Don't leave the Summary blank.** This section summarized your skills and experience and gives you the opportunity to further market what you have to offer.
- **Don't include others in your profile photo.** First impressions are everything and your photo is critical. What you need is a headshot image that shows you well-groomed and looking forward with a friendly smile.

- **Don't accept every connection that comes your way.** Connect with professionals in your field of study or the industry you are interested in working.
- **Don't make your LinkedIn profile private.** You want employers and recruiters to be able to access your information.

Not sure how to get started? Click here for tips: [How to Build a Great Student Profile](#)

If you have questions, please feel free to contact the Office of Career Services at (870) 575-8461 for assistance.