The best job search strategy continues to be networking. Using social media to network and create a personal online branding image can be a valuable tool in your job search. Networking and building connections with people in your field can help you to research a company or learn about job and internship opportunities. Social media is a fast and effective way to network and build relationships. More and more companies are also using social media sites to post openings and research applicants.

**LinkedIn**
- Networking, but with a PROFESSIONAL focus.
- Special feature: [www.linkedin.com/studentjobs](http://www.linkedin.com/studentjobs) for internships for college students and jobs for recent college grads.
- Utilize your LinkedIn profile as your online resume. It should include education, job history, summary and special skills.
- Highlight future goals.
- Keep your profile updated.
- Connect to alumni, staff, faculty, supervisors and coworkers.
- Search for jobs on LinkedIn. Use the Advanced Search Option to refine your search by location, experience level, company, job title, job function, industry, or date posted. LinkedIn makes suggestions based on your previous jobs and geographic area.
- Research companies. Who do you know that already works at a company you are interested in? Who works there that you would like to know?
- Ask former employers, faculty members, internship supervisors, coworkers, and/or satisfied customers to write a recommendation for your profile.
- Use the messaging feature to email anyone in your connections or groups.
- Connect your LinkedIn profile to your Twitter and Blogs.
- Join the FPU LinkedIn group: FPU Alumni and Student Career Network.

**Facebook**
- Networking, but with a more SOCIAL focus.
- Keep in contact with friends, family and classmates.
- Connect to alumni and coworkers.
- Connect to your Twitter and LinkedIn accounts or Blog sites.
- Explore job search apps such as Jobs Indeed and Simply Hired.
- Protect your profile by utilizing a variety of privacy settings.
- Remember employers may be able to access info about you through your friends.
- Make sure you are only tagged in appropriate pictures and set up privacy to restrict employers from seeing status updates. Did you know companies will look for loopholes in your privacy settings?
- Be aware that some employers, especially in law enforcement, may ask for your username and password or may have greater access to your profile than your privacy settings allow.
- Be familiar with your current employer’s policies regarding Facebook.
- Highlight your professional experiences and the transferrable skills that will be appealing to a potential employer.

**Twitter**
- Networking with people you know or want to know.
- Receive or send shorts bursts of information.
- Follow successful individuals and companies in your field.
- Learn about interesting articles or blogs focusing on current issues.
- Receive job listings from companies that you are interested in.
- Follow @TweetMyJobs, @TwitJobSearch or @CareerRookie for actual job listings.
- Remember, anything that you tweet could be read by potential employers.

**Blogging or Personal Website**
- Market yourself visually. Consider an online portfolio that can illustrate your work and accomplishments.
- Blog about professional topics related to your field.
- Demonstrate current knowledge or expertise that helps you stand out in the crowd.
- Posting judgmental or offensive information could send your resume to the reject pile.
- Use proper grammar. Proof for spelling mistakes.

**General Tips for Developing a Safe and Positive Online Presence:**
- **Be very careful about what you put online.** It is legal and common practice for employers to search out prospective employees online.
- **Pay it forward.** Don’t forget to assist your friends and coworkers in their job search process.
- **Be safe.** Never provide personal information to an email or online request that you do not have confidence in.
- **Consider using a PO Box** if you are posting your resume online.
- **Consider creating a separate email account just for your job search.** Remember to keep your email address and voicemail greeting polite and professional.
- **Never post your social security number on your resume on social media sites.** Employers typically don’t ask for your social security number until you are hired or offered a position, but sometimes may need it for background checks.

*For additional assistance contact Career Services:*
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