



The following list is a collection of the top advice the Community Career Center gives to job seekers on the topic social media.



LinkedIn Top 10 for Job Seekers

1. Change your URL.
2. Elaborate on your Headline.
3. Maximize the Specialties section of the Summary.
4. Add a photo.
5. Join Groups for the job boards (called career discussions) and participate in the discussions.
6. Search for Jobs!
7. Research companies – add to your target list based on new hire information.
8. Connect to people.
9. Strategize who you connect to outside of the box and utilize Indeed.com to find relationships with jobs.
10. Keep your Status Headline up to date.



Facebook Top 5 for Job Seekers

1. Include employer information in the info section of your profile.
2. Include target company names in Interests section of info of your profile.
3. Search all target companies for links to Facebook and other sites. “Like” companies.
4. Consider creating a “Page” to house your career profile.
5. Utilize Simplyhired.com and indeed.com along with your Facebook profile.



Twitter Top 5 for Job Seekers

1. Create a profile and be sure to include a bio.
2. Link the website on your bio to your LinkedIn URL.
3. Upload the Twitter application on LinkedIn to your profile to make logging in and updating easier.
4. Follow target companies and understand how they use Twitter to post news and jobs.
5. Take a look at <http://tinyurl.com/l6ruuo>. The site provides 400+ Twitter feeds for job postings.
 - Upload your resume on www.indeed.com and customize the URL to drive traffic from your other sites to your resume.
 - Create an account on www.vizualize.me to create a non-traditional resume and drive traffic from your profile.
 - Save as .pdf your profile on LinkedIn to ensure a backup copy, but also to create a portfolio document of your career.

If you're just starting out, or just trying to stay on top of things, social media can feel overwhelming. Start with the basics and use social media in a way that works for you. As you become more familiar with the software you will find more useful ways of reaching job search goals through social media. As an intermediate or advanced user, you will continue learning as changes and improvements are made to the software.