

## Can Social Media Help Your Job Search?

**Twitter, Facebook, and LinkedIn** are part of the common vocabulary. We use these sites to casually socialize and network, and we use some of them to present our “*professional side*” too. They are far more powerful tools than most of us might think because they are designed in ways that are far outside of our control.

*Are your profiles available for all to see?*

You can set **privacy** settings on **Facebook** to “*Friends Only*”, but that won’t mean that your Friends are using the same settings. This means that the risqué comment you made about a post on their “*Wall*” could be seen by many more people than you could ever imagine.

The age of true privacy is long past, and this means that someone worrying about their “*image*” or reputation will have to stop and think about their behaviors at any of the social media sites if they are concerned about repercussions in the future.

*Remember...*

You can easily employ all of the major social media sites to help you in your **job search**, but you must remain very aware of the information that your profiles actually contain.

Yes, we have all heard the **horror stories** of people getting caught out on **Facebook** after posting pictures of themselves at the beach when they had “*called in sick*” to the office. We have also heard that overly personal information posted to these sites, such as **religious views** and **sexual preferences**, have actually impacted a job candidate’s chances too.

*What does this all mean to someone doing a job search?*

It means that any social media can help or be detrimental to your job search. It all depends on the information you share and how this information is viewed by potential employers. With that in mind, let’s take a look at the three major sites and how they might be used to support your **Internet job search**.

- **Facebook** – this is more often than not a purely social media site, as opposed to a professional networking site. If you are job searching online, however, you can use some of its features to really spread the word about your efforts. For example, posting a “*note*” is a way of creating electronic word of mouth because it will remain in sight much longer than a daily status update, and it allows Friends to instantly forward information to someone who could help. Another way to use this same sort of system is to “*Tag*” Friends in any blog posts since this also alerts their Friends and rapidly spreads the word.
- **Twitter** – using the basic premise of this social media site – connecting with others sharing the same interests—is a profoundly powerful way of conducting a successful Internet job search. Not only can you reach out directly to people in the field in which you want to work, but you can actually conduct effective searches that will reveal the **Twitter** names of people working at a specific company. This is a wonderful way to begin following and connecting with them in order to get your “*foot in the door*”.
- **LinkedIn** – if there is one social media site more closely related to job searching online, it would be hard to find. Not only can you pile up recommendations from relevant professionals, but you can also craft effective headlines and status updates that reflect your current status or your background.

*Regal Resumes’ Social Media Optimization package will ensure you to have the most effective online presence possible!*