



Using Social Media To Find A Job

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When it comes to job hunting, most people think social media is simply the thing you clean up prior to beginning your search. But, in reality, it can do so much more for you than just prove to potential employers that you're sane and not an all-night partier. You can utilize social media to find job openings, connect with potential employers and give yourself a leg up when it comes time to interview. No really, you can!

Tell the World

Let your friends, all your friends,

on Facebook, Twitter and LinkedIn know that you're looking for a job. Specify what your skill set is and what type of job you're on the hunt for. Even if they don't know of any openings at the moment, in the future your name will be at the top of their list when a job opens up. This can give you an edge before the job even goes up on a job board, plus, you may be able to get a recommendation from your social media mate.

Do Your Research

Even before you submit your resume and cover letter, do a little background check on the hiring manager. Twitter feeds and LinkedIn profiles are a treasure trove when it comes to information on people. If you know a few nuggets about the person who's hiring, you can use that to your advantage and tailor your cover letter accordingly.

Use Social Media Daily

If you start utilizing social media, really using it, on a daily basis, you'll soon find that you can turn yourself into a social media maven. Tweet at people, hashtag (smartly), like pages, friend request regularly, tag companies and users. By doing this, you can now put social media down on your resume as a real skill, and trust me, in this day and age that goes a long way. Not only can you make yourself look better to employers, but you may just stumble across a job or two.

Don't Overlook Facebook

While it's pounded into your brain that LinkedIn is the way to go in the working world, Facebook really has the edge. The site can even be more useful than LinkedIn because friends who know you personally have a real stake in helping you. Network on Facebook and, remember, keep it PG on all social

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