

An Introduction to Online Social Networking



The idea behind social networking is simple: one person communicating with another. This makes it an incredibly useful tool for job seekers trying to unlock the “hidden job market” – those jobs that are never advertised. Moreover, it’s an excellent opportunity for you to build your online presence, so potential employers can find more information on you with just a web search.

As a general rule, your personal connections can be subdivided into two categories: your personal friendships and your work relationships. Similarly, social networking websites can be divided along these same lines. For this tutorial, we’ll be working with two of the most popular ones (at least at the current moment): LinkedIn for work and Facebook for personal.

Work

Profile: LinkedIn

Your LinkedIn profile is all business.

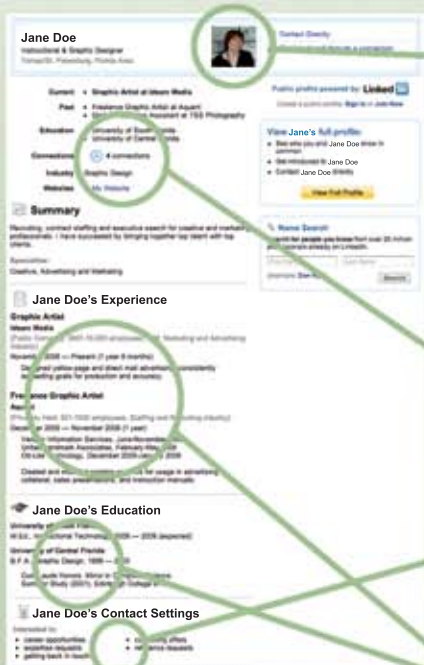
- Write clear, concise descriptions for all positions you have held for the past 10 years.
- Take advantage of the summary section to give your “30-second pitch” (what can you say in 30 seconds to convince someone to hire you?).
- Use action verbs and key words that relate to the kind of position you are seeking. This way, your profile will come up when someone is searching for someone in your field.



Personal

Profile: Facebook
Your Facebook profile should be informal and carefully edited.

- Put up info about your (G-rated) hobbies outside of work. A recruiter who shares your interests will be more likely to reach out.
- Employers frequently do web searches of potential candidates during the interview process. So keep the photos of your vacation in Tijuana to yourself.



Picture

Your profile picture is your online “face,” and it should somehow resemble your real face. In Facebook you can have a little fun with it, however you should avoid photos with alcohol or wardrobe malfunctions.

Mini-Feed

A great way of sharing articles and links that might be of interest to your friends on Facebook.

Friends/Connections

Grow your network by doing searches for friends, family, and current or former co-workers.

Contact Info

Facebook allows you to directly post your contact info, while LinkedIn requires one of your connections to refer you.

Work/Education History

Be very detailed in LinkedIn and very brief (listing is fine) in Facebook.

