



Quick Tips: Social Media Strategies

BASIC TIPS:

- Social Media is increasingly becoming a priority with job search. Recruiters often post jobs, interview tips, deadlines, and campus events on a company's Twitter and Facebook pages.
- If you are interested in a particular company, regularly visit its social media pages so you can follow the latest happenings at the company and keep up with what is relevant.
- If you are a "thought leader" and have valuable information to share in a particular area, organizations may follow you and re-tweet you which can potentially begin to build your social identity and may make recruiters more aware of you as a job candidate.
- LinkedIn can be a great networking tool to gain information about a company, understand the various positions, and learn about alums from your school who may be in a particular industry that you are interested in.
- LinkedIn can help you broaden your network and be a very valuable tool to make connections. You can use advanced search to find alumni from your school and recruiters from companies you may want to work for. You may be pleasantly surprised how many professional contacts and leads can result from reaching out to alumni and recruiters through LinkedIn.
- Create a full profile and always approach people in a professional manner. Networking is not "stalking," so be sure not harass or pester people.
- Personalize your contacts where appropriate for example by detailing that you attended the same school as an alumni that you are reaching out to. Be positive and highlight your attributes such as leadership and team skills and your ability to work with others.