

# Morgan State University Center For Career Development



## TIPS FOR LANDING THE JOB USING SOCIAL MEDIA



Social media is a great way to stay in touch with friends and relatives, but it also can be a useful tool in your job search. Employers are using social media sites like LinkedIn, Twitter, Facebook, and YouTube to both promote their organizations and connect with potential job candidates. While social media can help you research employers (critical to your job-search success), be sure to use it more actively as a way to connect with potential employers. By following a few basic tips, you can use social media to get in front of hiring managers.

### TIP #1 : YOUR ONLINE PROFILE IS A DIGITAL RESUME



Your online profile is like an online resume be sure to make sure its error-free and the best possible and most positive representation of who you are

### TIP #2 : USE KEYWORDS AND STRONG LANGUAGE

Use strong verbiage and selective keywords when describing yourself to stand out to hiring managers



### TIP #3 : KEEP YOU PERSONAL LIFE SEPERATE



Don't mix your personal life with your professional life.

### TIP #4 : BE CAREFUL WHAT YOU POST

Don't include comments, photos, or information you wouldn't want a potential employer to see.



### TIP #5 : STAY IN TUNE WITH WHAT'S HAPPENING



Always be on the lookout for job post descriptions and information about salaries and other related areas.

### TIP #6 : ALWAYS BE PREPARED FOR OPPORTUNITIES

Stay in the loop of networks in case an opportunity happens to comes across the table.



### TIP #7 : STAY ENGAGED TO MAINTAIN PRESENCE



Maintain your social media presence by reaching and interacting with other people and organization.

You get out of social media what you put into it, so do your best to utilize it for positive purposes and stay connected !

