

Linkedin, Twitter, Facebook

How Job Hunters Can Use Them

By Dr. Shaun Jamison

Success Coach

Social Media Basics

Why?

- Make Friends
- Find Support
- Make Business/Career Connections
- Keep Current in Industry
- Find Opportunities
- Social Media is a Prong to a Networking Strategy

Mom (& World) See Your Posts



You wouldn't want to disappoint her!

Social Media Basics

Dos and Don'ts

- Help Others
- Be Sincere
- Be Careful
- Ask for Help
- Know Norms
- Solely Focus on Outcome
- Pick Fights
- Fail to Help
- Post Something Mom Would Disapprove of

Social Media Basics

Stay Positive

MOTIVATED STUDENT CAN'T
FIND A JOB

I'M A MY GRADES ARE QUITE GOOD AND I
HAVE I'M THE MANAGING
EDITOR OF ONE OF THE JOURNALS AT MY SCHOOL. DESPITE THIS, I'M FINDING IT EXTREMELY
DIFFICULT TO (1) GET AN INTERVIEW AND (2) FIND A JOB.

WEDNESDAY, FEBRUARY 18, 2009

Not Sure What To Do

I am not sure what to do now. I've sent my most updated transcripts and resumes to all the decent firms in all the major markets in the US. I'm waiting on some sort of word from the two firms I've interviewed with that are still options. One in and one in. And while I wait, the rejections keep pouring in.

Yesterday's rejectors?

(Washington, DC)
(Washington, DC)

If you didn't receive application, you're not a decent firm?

BLOG ARCHIVE

- ▼ 2009 (12)
 - ▼ February (5)
 - Not Sure What To Do
 - The Waiting Game Returns
 - Big Day Tomorrow
 - At A Loss
 - A Crazy Week
 - January (7)
- 2008 (63)

Social Media Basics

- **Linkedin.com – Resume Style**
- **Twitter – Short Updates**
- **Facebook - Multimedia**

LinkedIn.com

Profile

[Edit My Profile](#) [View My Profile](#)

Dr. Shaun Jamison [\[Edit \]](#)

Law Professor, Coach, Speaker [\[Edit \]](#)

Greater Minneapolis-St. Paul Area [\[Edit \]](#) | Professional Training & Coaching [\[Edit \]](#)



[\[Edit \]](#)

Dr. Shaun wants to hear your social media job finding success stories 9 minutes ago [\[Edit \]](#)

Current

- Owner at Guide on Your Side [\[Edit \]](#)
- Professor & Assistant Director of Library Services at Concord Law School, Kaplan University [\[Edit \]](#)
- Public Speaker at Toastmasters International [\[Edit \]](#)
- [+ Add Current Position](#)

Past

- Instructor at Minnesota School of Business
- Manager of Inside Account Management and Training (+multiple positions) at

LinkedIn.com

Features

- Resume
- Contacts
- Recommend
- Company Research
- Introductions
- Job Listings
- Groups
- Questions and Answers
- Harder to Connect

LinkedIn: Community Effort

The screenshot shows the LinkedIn group page for 'MN Job Hunters'. At the top, there is a blue header with the word 'Groups' on the left and navigation links 'My Groups | Groups Directory | C' on the right. Below the header is the group's profile picture (a hand shaking) and the name 'MN Job Hunters'. A navigation bar contains tabs for 'Overview', 'Discussions', 'News', 'Updates', 'Members', and 'Settings'. Below this is a 'Share this group' button. The main section is titled 'Discussions' and includes a '+ Start a discussion' link. There are three tabs: 'Recent Activity' (selected), 'Recent Discussions', and 'Most Comments'. Two featured discussions are visible: 'Welcome to new members' by a user (profile picture redacted) from 15 days ago, and 'MN Job Hunters Bringing Minnesota Job Hunters and Recruiters' by another user (profile picture redacted). On the right side, there is an 'Activity: Last 7 Days' box showing '34 New members' and '45 New discussions'. Below that is a blue banner for 'Business So' with a redacted profile picture.

Linkedin

Stories from Alison Doyle About.com

- **Evan Gotlib** – Searched for “Advertising Sales Director” and Found His Way Back into an Industry he Loves
- **Liz Manning**- Used Newspaper, Craigslist, and Linkedin in to Secure Job via 2nd degree connection
- **Steven Weinstein** – Recruiter found him and he got the job!

Twitter.com

The image is a screenshot of the Twitter.com homepage from 2009. The layout is as follows:

- Header:** The Twitter logo is in the top left. A navigation bar on the right contains links for Home, Profile, Find People, Settings, Help, and Sign out.
- Compose Area:** A large white box with the prompt "What are you doing?" and a character count of "140". Below the prompt is a text input field and an "update" button.
- Latest Tweet:** A tweet from "Latest:" with the text "With professional development such as #Toastmasters, ask yourself why you are doing it. Knowing 'why' helps you execute 21 minutes ago".
- Maintenance Notice:** A blue notice stating "We will have a 1 hour maintenance window tonight at 10p Pacific."
- Tweet 1:** A tweet from a user with a purple profile picture: "Follow @spam with the spam product icon. It's really Iwitter. You can DM them when you are unsure of a follower and ask them to check." It is timestamped "less than 5 seconds ago from web".
- Tweet 2:** A tweet from a user with a white profile picture: "Do park rangers use Twitter?" It is timestamped "half a minute ago from TweetDeck".
- Tweet 3:** A tweet from a user with a brown profile picture: "RT @ .. @ Man Mike you".
- Right Sidebar:** A profile card for "shaunjamison" with a profile picture, 931 following, 857 followers, and 637 updates. Below this is a "Home" section with a list of navigation options: "@Replies", "Direct Messages" (250), "Favorites", "Everyone", and "Following" (with an "add" link).

Twitter

Features

- Post 140 Character Updates
- “Follow” Each Other
- *Easy* to Connect
- Link to Other Websites, Blogs, Profile
- Extremely Fast Paced
- Very Public
- Limited Profile

Twitter: Community Effort

The screenshot shows the Twitter profile for 'JobAngels' (@jobangels). The profile header includes the name 'JobAngels', location 'Washington, DC', and a bio: 'Welcome to the #jobangels movement where we ask you to simply help one person find a job!'. The profile statistics show 2,204 following, 2,073 followers, and 1,502 updates. A tweet is displayed, which is a retweet of a tweet from ASHA in Rockville, MD, stating 'in Rockville, MD has several open positions. Awesome place to work! #jobangels'. The tweet is dated '27 minutes ago from web'. Below the tweet, there are links for 'RT @ currently: 28 minutes ago from web' and '20 companies that are hiring #jobangels'. The right sidebar contains sections for 'Updates', 'Favorites', and 'Actions', with 'message JobAngels' and 'block JobAngels' options.

twitter Home Profile Find People Settings Help Sign out

jo a **job angels** **JobAngels**

[What is](#)
A grass-
help get
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[So how](#)
Begin by
someone
be a frien
neighbor
stranger.
them in :

Following

RT @ [@jobangels](#) ASHA
in Rockville, MD has several open
positions. Awesome place to work!
#jobangels

27 minutes ago from web

RT @ currently: 28 minutes ago from web

RT @

20 companies that are hiring
#jobangels

Name Guardian Angel
Location Washington, DC
Web <http://www.jobang...>
Bio Welcome to the #jobangels
movement where we ask you
to simply help one person find a
job!

2,204 following | 2,073 followers | 1,502 updates

Updates

Favorites

Actions
[message](#) JobAngels
[block](#) JobAngels

Project Linkitforward

- **Free** to Unemployed
- Must have **completed profiles**
- **Devry University** in St. Louis Park
- Branching out to other cities
- **Probono** - Trainers/Administrators not paid
- Advanced **Trainings Referred Out**

Project Linkitforward

- Lisa Hendrickson – Founder
- Rich Fiene – Nat'l Director
- Karin Khuhro – PR/Trainer
- Shaun Jamison – Trainer

<http://projectlinkitforward.com/>

Twitter

Stories from twitip.com

- **Jessica Smith** – Twittered her followers to see if anyone needed a marketing person and got a job
- **Kyle Flaherty** – Tweeted his contacts with a link to a blog that outlined his interests
- **Heidi Miller** – Found a freelance job while tweeting about her job search

Facebook.com

The screenshot shows the Facebook interface for user Shaun Jamison. At the top, the navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', and 'Inbox'. The user's name 'Shaun Jamison' and links for 'Settings' and 'Logout' are on the right. The main content area features a profile picture of Shaun Jamison and a status update: 'Shaun have you used facebook, twitter, or linkedin to find a job? I'm looking for stories for a talk on Friday. about an hour ago - clear'. Below the status is a text input field with the placeholder 'What are you doing right now?'. A navigation bar below the status includes 'News Feed', 'Status Updates', 'Photos', 'Links', and 'Live Feed'. The news feed contains several posts: Sam's post about phone ringing and legal problems; Janet's post about T2TA contest winners; Shaun Jamison's post (the one at the top); Allan and Elizabeth becoming friends; and a post about returning from San Miguel, Mexico. On the right sidebar, there are sections for 'Applications' (Photos, Groups, Notes), 'Sponsor' (692), and 'People You May Know' (Pamela, Add as Friend).

Facebook

Features

- Very **Social** – 42 million members
- **Share** Pictures, Notes, Videos
- Able to Differentiate Levels of **Privacy**
- Fairly Easy to Network
- Groups to Join

Facebook

Features

- Many Only There for **Fun/Friendship**
- Surge of **Professional** Users
- Annoying **Time Waster** Features
- Can Buy **Advertising**

Facebook

Story – From Carla DeVelder, Notre Dame Law School

Alum started alumni group on Facebook.

Her facilitation of the group and its success led to a discussion about her job search with the founder of a small firm.

She was offered a position.

Go Forth & Network!

"If you're a recruiter and you're not using LinkedIn and Facebook or Twitter, I don't know what you're using," said Lindsay Olson, partner and recruiter at Paradigm Staffing. (Fogarty)

<http://tinyurl.com/bqbyrc>

Questions?

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