Using Social Media to Advance Your Career

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Erin Dabbs, Marketing Specialist
Type your questions into the chat window during the presentation. They will be collected and answered at the end of the presentation.
Today’s Agenda:

- Identify your goals in using social media
- Set up your social media profiles to advance your career goals
- Practice using social media to search for jobs
- Understand the benefits of using social media for networking and job search
Why is Social Media Important?

92% of companies use social media for recruiting.
Social Media Goals

- Personal Branding
- Making Connections
- Information/Knowledge
- Career Opportunities
Everything you post on social media impacts your personal brand. How do you want to be known?

-Lisa Horn
Personal Branding

- Opportunity to showcase your skills and personality (both professional & personal)
- Be purposeful in what you choose to post & share
- Build a consistent voice across all social media platforms
- Find innovative ways to make your brand stand out (podcast, personal website, blog, etc.)
Making Connections

Connect with potential employers and other industry professionals.
Making Connections

Show your interest in an employer!
Liking, sharing and following industry professionals & employers sends a message of genuine interest.
Industry professionals can ignite an idea that can enhance your personal brand

Employers & industry professionals can provide advice for job seekers

Exposure to industry best practices and resources available in your field

Learn about career opportunities
Career Opportunities

Job Postings
Use keywords and career specific accounts to search for job opportunities in your field.

LinkedIn
Apply for full-time positions directly on the site and search for openings all over the world.
Building Your Social Media Profiles

- Social Recruiting
- Screening
- Steps
Building Your Social Media Profiles

Your online social media profile may be as important as your resume if you are looking for a new job or changing careers.

Social Recruiting

Employers are frequently using social media networks to find candidates for positions.
73% of candidates were hired successfully with social media.
Let’s discuss
Employer Screening!
70% of employers use social media to screen candidates
Employers may also use social media as a tool to determine if a potential candidate is right for the position by gathering supporting information such as qualifications, communication skills, professionalism, and creativity.
60% of employers are less likely to call someone in for an interview if they can’t find them online.
Steps to Building Your Social Media Profiles
Include Relevant Information
Make profile complete and accurate.

- Headline
- Summary
- Education
- Experience
- Skills & Accomplishments
40x more opportunities when you have a 100% complete profile
#1 Social Media Profile to be completed:

LinkedIn
Pounce The Panther • 1st
Mascot at Georgia State University
Greater Atlanta Area

Pounce The Panther is Georgia State University's #1 fan. He is a very outgoing and creative panther that loves to spread school spirit all around Georgia State University. Pounce has been pouncing and cheering for GSU for 26+ years. He prowls around everyday looking for students to help him spread school spirit.
Experience

Mascot
Georgia State University
Jan 1993 – Present • 25 yrs 4 mos
Atlanta, Georgia

Education

Georgia State University
Bachelor of Business Administration - BBA, Business Administration and Management, General, 4.0
1993 – 2025

Skills & Endorsements

- Marketing
- Problem Solving
- Team Spirit
### Accomplishments
(awards and honors you’ve received)

<table>
<thead>
<tr>
<th>Projects</th>
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<tbody>
<tr>
<td>Auto Nation Cure Bowl • OSU Day at the Georgia State Capitol • Amyotrophic Lateral Sclerosis Ice Bucket Challenge • OSU Athletics: 2012 Capital One Challenge • “Making America Great Again” • Cure Bowl Coordinator • My Life as a Panther!</td>
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<tr>
<th>Honors &amp; Awards</th>
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<td>My Life as a Panther! • Sunbelt Conference Champions!</td>
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<tr>
<th>Organizations</th>
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<tr>
<td>Georgia State University Athletics • Dance Club</td>
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<tr>
<th>Course</th>
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<tr>
<td>Panther 101</td>
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Keep It Professional
Not This...But THIS!

Name (User & URL)
(ensures name accuracy across all profiles)
Not This...But THIS!

Headshots
(makes a visual connection to link all of your profiles)
Not This...But THIS!

Cover Photos
(showcases some personality and design/layout skills)
Not This...But THIS!

Content

(share/follow/like material that is not controversial and/or inappropriate)

- Politics
- Racism/discrimination
- Job (negative perspective)
- Abuse
- Violence
- Sexual Content
- Slang & Foul Words
- Extremely Personal Experiences

- Community Service
- Industry Articles & Info
- Job (positive perspective)
- Upcoming Events
- Co-Curricular Activities
- Accomplishments
- Hobbies
- Sports
3 Make Connections
Follow and Connect!
This includes peers, colleagues, professors, experts, industry leaders, and professionals.

Follow up with a new connection after any networking events, workshops, conventions, and conferences you attend.
4 Engage
Be Social, Get Noticed

How?
Join industry groups and professional organizations, follow companies, participate in discussions, and ask for advice.

This is an opportunity for you to learn more about your industry as well as potential employers.
Showcase Success
Achievements

Display your success!
- Awards
- Certifications
- Licensure
- Technology
- Languages
- Endorsements
Set Privacy Settings
Take Control

Protect your profile!
Limit who can see your profile, share your content, and tag you in posts.

Ensure that all content you are attached to is appropriate across all of your social media profiles.
Stay Active
Commit, Don’t Quit

Remain dedicated!
Continue to contribute by writing posts, commenting on articles, and sharing industry news.

It would be helpful to download the mobile version of all social media apps for instant access.
Update Regularly
Stay Current

Keep your profile updated!

Ensure that all new job positions, promotions, awards, publications, and contact information are accurate.

This is one of the most effective ways to maintain your social media profiles and get maximum exposure to future opportunities.
Job Searching
- Employment Opportunities
- Strategies
- Company Research
Job Search

Where
Job tabs, company pages, postings

Filters
Location, title, company, industry, level, date posted experience

Keywords
Make use of keywords and hashtags that professionals in field talk about and follow
Words to search for that are a must and a must not (+/-)

Alerts
Set up email alerts for new job postings that match general search criteria

Express Interest
Tagline, headline, summary, posting

Research
Insight into company culture & careers
Identify companies in industry & use information to tailor resume and cover letter
Networking & Job Search Benefits

- Communication
- Global Reach
- Recommendations/Referrals
Key Benefits

- **Easy and quick communication**
  - Share information
  - Apply for positions

- **Global Reach**
  - Connections
  - Employers

- **Recommendations/Referrals**
  - Recognition
  - Superiority
Your profile can be seen ALL OVER THE WORLD!
1 in 5 people have applied for a job they learned about through social media.

250 resumes/applications are received on average for a job position.

1 opportunity to enhance your social media profile could make you stand out!
QUESTIONS?
Thank you!

Any questions?
Contact us!

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