

Using Social Media to Advance Your Career

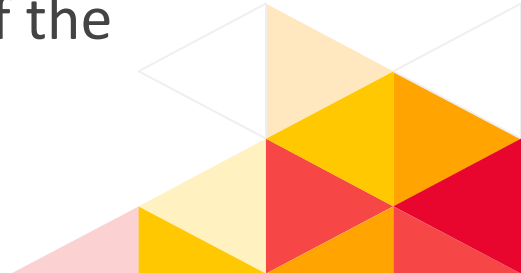
Candace Tucker, Career Counselor
Erin Dabbs, Marketing Specialist






Questions?

- 📌 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
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Why is Social Media Important?

92% of companies use social media for recruiting.



Social Media Goals

- Personal Branding
- Making Connections
- Information/Knowledge
- Career Opportunities



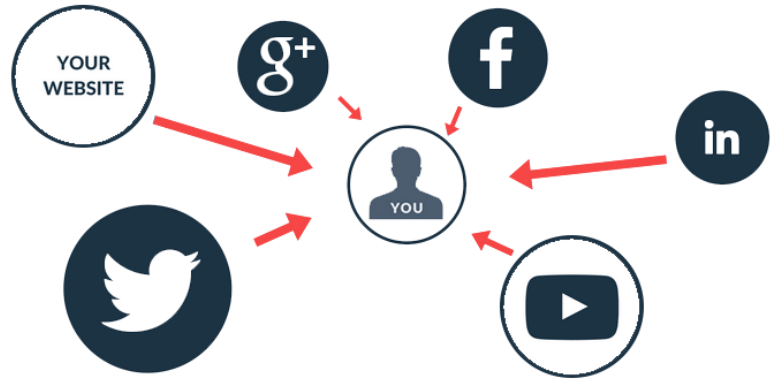


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Everything you post on social media impacts your personal brand. How do you want to be known?

-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

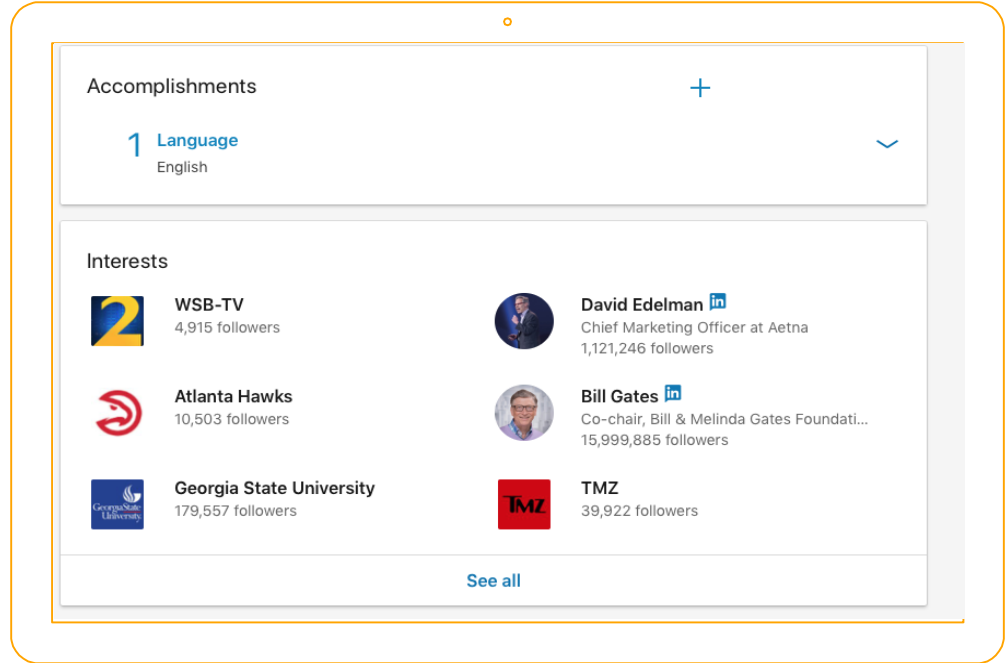
Connect with potential employers and
other industry professionals.



Making Connections


Show your interest in an employer!

Liking, sharing and following industry professionals & employers sends a message of genuine interest.





Information/Knowledge

- ❓ 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
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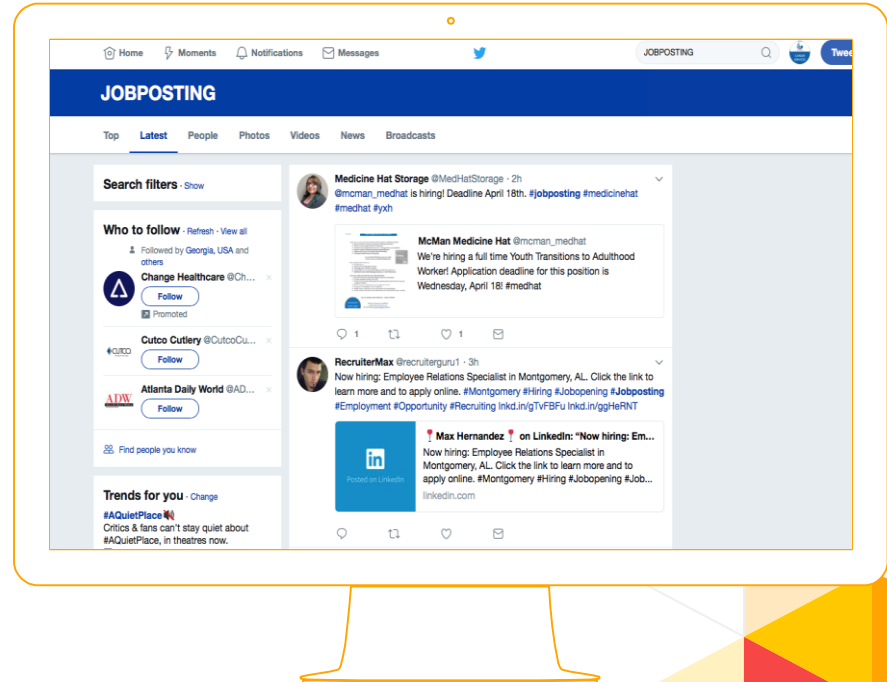
Career Opportunities

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






Screening



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

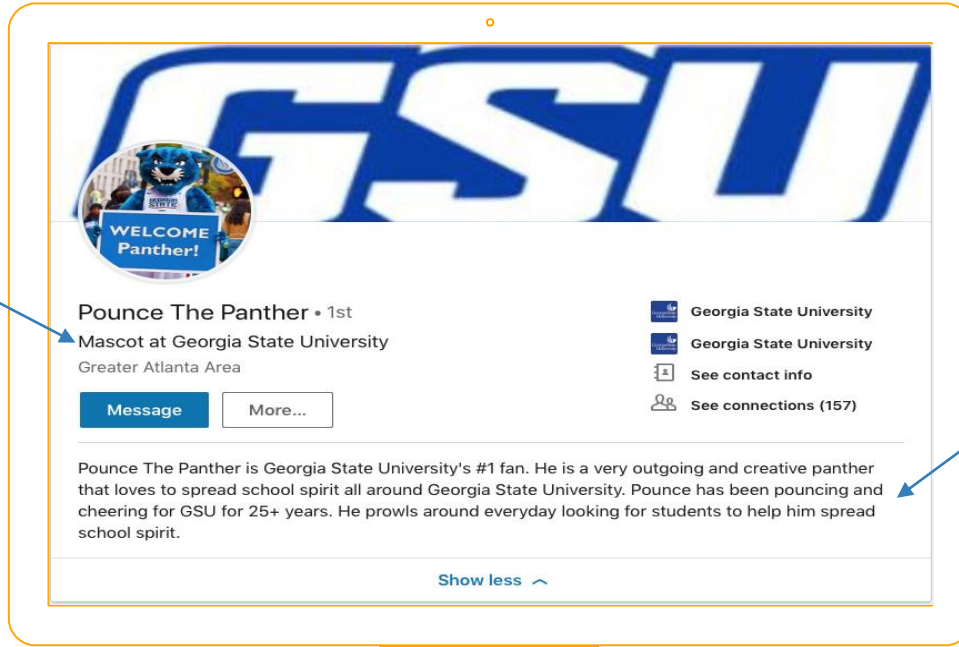


#1 Social Media Profile to be completed:



Headline

(States your current role)



Bio

(summary of your skills and experiences)

Linked 

Education

(past and present schools)

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

Experience

(current & previous positions/titles)

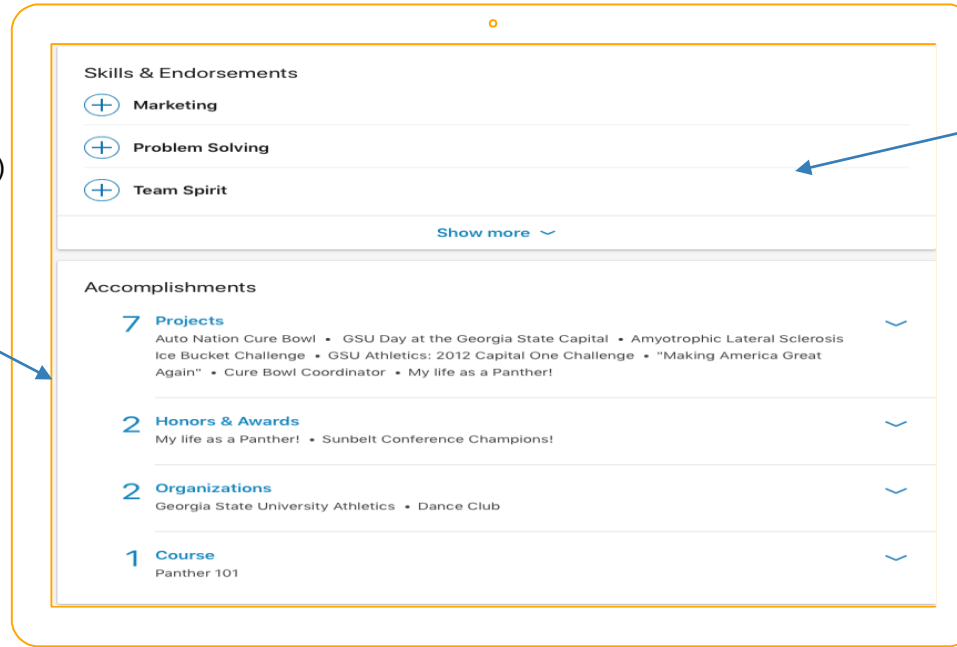
Linked

Skills

(core competencies that you've acquired)

Accomplishments

(awards and honors you've received)



LinkedIn

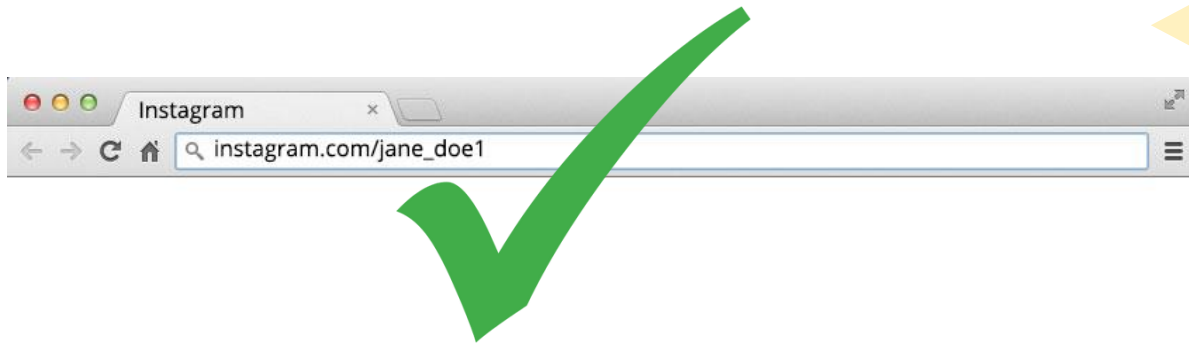


Keep It Professional



Not This...But THIS!

Name (User & URL)
(ensures name accuracy across all profiles)



Not This...But THIS!

Headshots

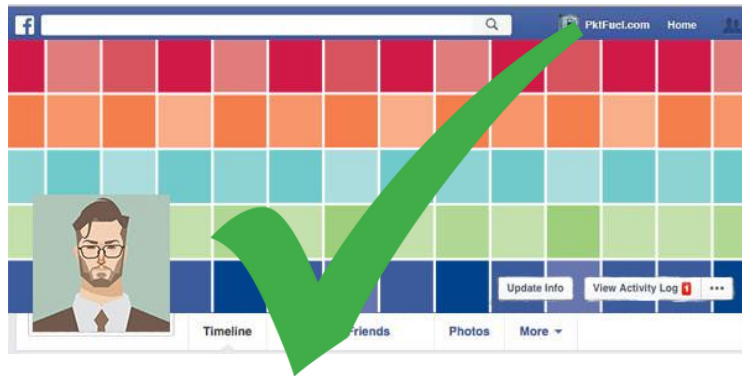
(makes a visual connection to link all of your profiles)



Not This...But THIS!

Cover Photos


(showcases some personality and design/layout skills)



Not This...But THIS!

Content

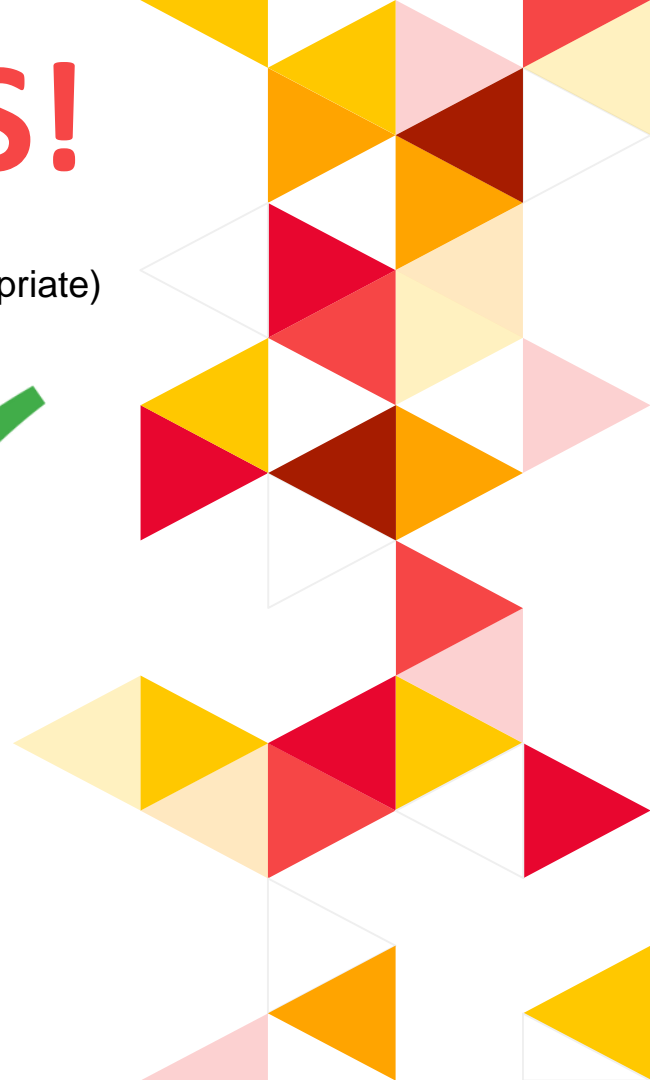
(share/follow/like material that is not controversial and/or inappropriate)



Politics
Racism/Discrimination
Jobs (negative perspective)
Abuse
Violence
Sexual Content
Slurs & Foul Words
Extreme Personal Experiences



Community Service
Industry Articles & Jobs
Job (positive perspective)
Upcoming Events
Co-Curricular Activities
Compliments
Humor





Make Connections



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





6

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.





8

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

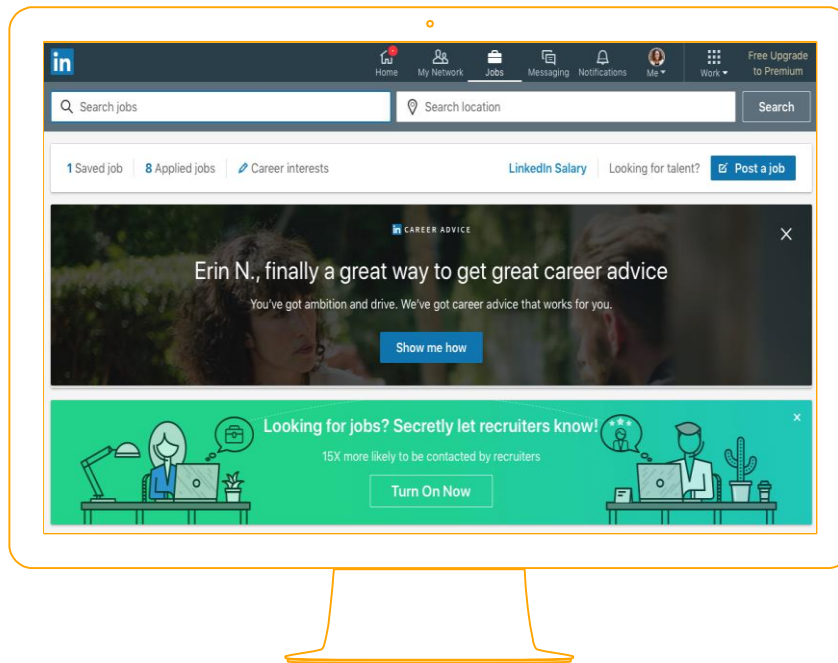
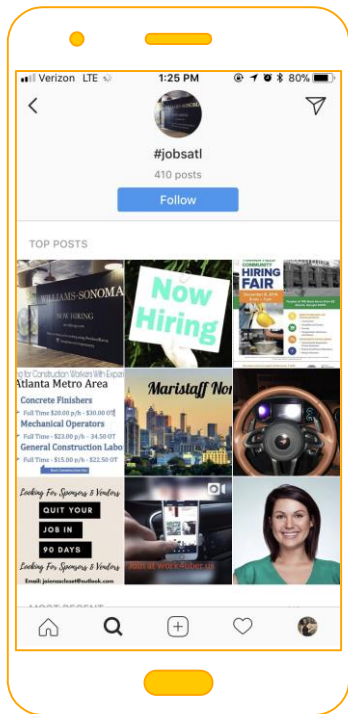
Research

Insight into company culture & careers

Identify companies in industry & use information to tailor resume and cover letter



Job Search Examples



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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- 🌐 **Website:** www.career.gsu.edu
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