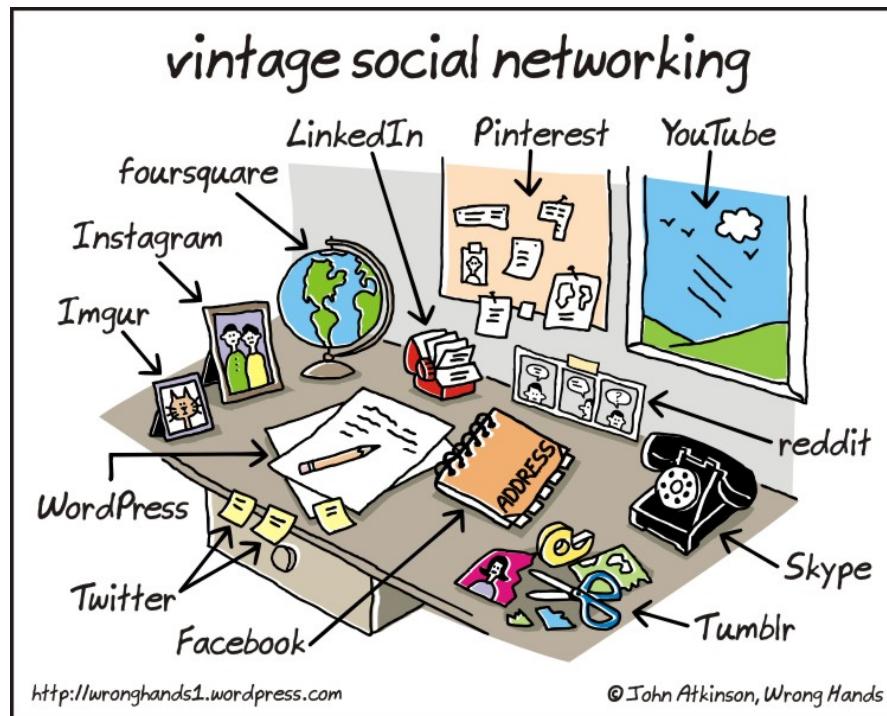


# What is Social Media?

Wikipedia says: Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

Another definition: Social media is at the intersection of technology and human interaction. We are gradually shifting to websites which offer the opportunity for greater human interaction. We leave comments and share information.



# Why use it?

Because it is a form of networking! Social networks have become critical to your job search because it is increasingly being used by recruiters, whether in person or online. Humans like to connect with each other, and we have a wonderful venue for us to use...social media!

**Opportunities:** You have nothing to lose...take a chance!

**Exposure:** The more people you know, the better.

**Contacts & Relationships:** A large percentage of hiring is done through referrals so the more positive and healthy relationships you have, the better.

**Common Ground:** People like the company of people who are like-minded. Find connections/commonalities to talk about—it makes it easier for people to come together.

**Learning:** When people gather, information and ideas are exchanged; Knowledge is power.

## How do I use it?

**Facebook:** Utilize your statuses updates with job-search related comments so people will know what you are looking for and how things are going. Be OK with it! Share appropriately...not desperately!

\*\*\*Example: Open to Opportunities! Seeking New Position! Pharmaceutical Sales Representative currently exploring options!

\*\*\*Or...a little less formal but still professional in nature: Open to Opportunities...you all know me well...any suggestions, ideas, connections??

\*\*\*'Like' popular sites for job searching; specific companies with career pages and companies you are interested in; people who write about your field of interest; overall job-related Facebook pages with advice and articles. This is ALL great for job searching, interviewing and cover letting writing.

**Twitter:** An incredible resource to use in your job and internship search. Not only can you post your job status updates, you can follow accounts that will help with your research.

\*\*\*Follow companies, career advice, and recruiters to get the latest information, news, and potential opportunities.

\*\*\*If you are inclined, you should tweet or blog yourself.

\*\*\*Twitter has a lot of users so it is imperative to figure out WHO to follow. You can play around with how many you want to follow and tweak it as you go.

Follow: Job boards; local, national, industry specific.

\*\*\*Conduct searches such as #Jobs #Boulder or #Jobs #Marketing to find tweets with job posts of interest; Green Jobs Boulder, Boulder CO Jobs. Save these searches to quickly find in the future.

## Reminders:

- ✓ You need to be well aware of what is out there on the internet about you! Do a Google search on yourself.
- ✓ Regardless of your privacy settings, your online image is public! You can and should manage your privacy settings, AND people seem to be able to find things. Remember to maintain a professional image. Watch out what you and your friends post. Even if you don't plan to use Facebook in your active job search, people may find you there so be careful!
- ✓ Use a professional email and be sure your voicemail is appropriate!

## Resources:

Tutorials and assistance can be found on GCFLearnfree.org, EdX, and Mashable. Learn all about how to set up and use social media sites.

## Notes: