



Using Twitter and Facebook

Career Lab

Lucina Hall Room 235

More than 80 percent of jobs are found through networking. Building a professional network and making the most of it is essential to a successful job search. Facebook and Twitter are social networking sites that can help you network to find employment opportunities. Using social networking sites can also help you promote yourself and establish yourself as a professional.

This information is designed to help you use Twitter and Facebook in a professional manner to find job opportunities. You can follow the Career Center on Twitter for tweets to help you in your job search. You can also find helpful information on the Career Center's Facebook page.

Twitter

Maybe you think that writing short messages limited to 140 characters is not useful to your job search. Think again! Twitter has much to offer those looking for a job. Twitter is an easy way to demonstrate professional knowledge, get noticed by employers, find job openings, and more.

With more than 175 million tweets a day, Twitter is a powerful tool for your job search. Having an active Twitter account almost guarantees that your name will appear in a Google search.

Create a Twitter Account

Creating a Twitter account is easy. All you have to do to get started is to input some brief information about yourself such as

- Your Twitter username and name.
- Your location.
- A 160-character biography.
- A web address if desired.
- A professional photo.

Choose Your Twitter Username and Name

Your Twitter username and name can have a direct effect on your job search. It affects your ability to be found in a search and sets up professional expectations about you. In Twitter your name appears only in your profile, but your username is attached to every Tweet and is searchable. If you are conducting a job search, use your name as your username so search engines will pick up your name. If your name is too long, consider abbreviating it, or using your career, location, or industry keywords as your username.

The name field is only 20 characters long. The name is the part that appears before the @ symbol. Consider using your name, career, industry, or location as your name. You can use spaces and punctuation in the name field.

Your Twitter username is your public label or brand and follows the @ symbol in the address. Usernames are only fifteen characters long. Spaces are not allowed. You can use an underscore. Below are samples of Twitter username and name combinations that could help establish your brand and get your name picked up by search engines.

- John Smith, CPA (@JohnSmithCPA)
- Muncie, IN CPA (@JohnSmithCPA)
- Accountant Muncie IN (@JohnSmithCPA)

Complete Your Twitter Bio

If you are job searching it is essential that you fill out your 160 character Twitter bio. Your bio should convey who you are and your brand and make employers want to find out more about you. Employers expect your Twitter profile to reflect a bit of your personality, so be creative, yet professional. Try to convey who you are in several words. Include something that makes you unique. If possible, try to include an accomplishment. If you are job searching, indicate that you are open to new opportunities. See below for an example of a Twitter bio.

Future-focused finance grad. I know the weather & wear a rain coat for changes in the financial climate. Looking to help fly a company above the storm.

Creative PR person for the Indy Colts; increased sales 20% and negotiated million-dollar ad deals for Peyton Manning. Open to new challenges and opportunities.

Select Your Twitter Settings

After you complete your bio, you can choose to make your tweets public or private. If you want potential employers and professionals in your field to follow you, keep your tweets public. The public setting is the default setting. You have the option to block followers.

Follow and Get Followed

Find people, companies, and professional associations in your field to follow on Twitter. Click the Find People link to get started. Some companies and professionals include a Twitter address in their signatures so you can follow them easily.

You can attract more followers if you

- Tweet professional, creative, and novel content.
- Add comments to your retweets. (Retweets are forwarding others' tweets.)
- Use proper grammar to increase your chances of being retweeted.
- Participate on discussion lists.
- Use hashtags (#) to identify relevant keywords that can be found in Twitter searches.
- Follow others in your career field.
- Tweet two-three times each day to develop a following.
- Keep your tweets at least 90 percent professional.

Tweet Your Professional Brand

Each 140 character tweet should reflect your brand and help move your career forward. Stand out in your field by writing about your work, industry, or career path. Include links to professional and newsworthy articles and blogs. Use <http://www.tinyurl.com> to shorten long URLs. Cite references to professional associations and journals in tweets. The bottom line is if you are searching for a job, your tweets need to propel your career forward by demonstrating professional knowledge and interest in growing in your chosen career and industry.

Experts recommend that your tweets adhere to the following breakdown if you are engaged in an active job search.

- 50% of your tweets should be retweets or links
- 40% of your tweets should be industry or job-search topics to help build your brand.
- Only 10% of your tweets should be on personal topics.
- Do not ask directly for a job more than once a week.

Don't derail your Twitter job-search efforts. Never write anything negative about any person, career, industry, or company.

Sample tweets demonstrating professionalism follow below.

- Just earned CPR certification. Well worth the time to protect my 1st graders at McKinley. Got an ESL for my Spanish students too.
- Read Donaldson's *O Behave*. See pages 132-133 for good info on conditioned emotional responses in dogs and how to eliminate them.
- Just registered for the 2010 APDT conference. Great line-up of speakers. Can't wait to learn more, especially from Dunbar, Reid, & Ryan.

Find Jobs

Use the jobs tab in the navigation bar or connect with job leads through

- <http://TweetMyJobs.com>
- <http://www.killerstartups.com/review/twitterjobcast-com-find-jobs-on-twitter/>
- <http://search.twitter.com>, Twitter's general search engine.

Connect with employers, recruiters, and companies at

- Listorious (<http://listorious.com>).
- Twello (<http://www.twello.com>)
- Where to Find Your Job on Twitter (<http://tinyurl.com/career-rocketeer>), a directory maintained by Chris Perry.
- Add @microjobs to your list of people to follow to follow individual recruiters.

Follow the Career Center on Twitter

For tweets to help you with your job search and to stay connected with the Career Center, follow the Career Center on Twitter at <http://twitter.com/CareerCTRatBSU>.

Facebook

Facebook has more than 850 million members. At first a purely social network, Facebook is changing to include business networking. The fastest growing population of Facebook users is thirty years old or older. Although Facebook is not LinkedIn or Twitter, it still has value if you are searching for a job.

Create a Business Profile

Facebook is more relaxed than LinkedIn, but your profile should still look professional if you want to find a job. Your Facebook page should be a billboard that sells your personal brand. Include links to professional blogs and articles, presentations you've given, news about projects you are working on, and your LinkedIn and professional web pages or web portfolio. All photos posted on your page should be professional or educational in subject matter. Facebook allows you to include multimedia content to help demonstrate your knowledge, skills, abilities, and accomplishments. As a general rule, the majority of information on your Facebook page should be relevant to how you earn or want to earn your living.

Use the Information Tab

Store résumé-type content in the information tab area located in the top of your main Facebook page. You can put your education and work history along with links to items that demonstrate your professional or educational skills and accomplishments.

Use Privacy Settings

If you are searching for a job, choose your privacy settings carefully. For example you may want to hide comments you post on friends' walls so they are not visible to your entire Facebook network. You can also use the Block People option to remove unprofessional comments written by others on your wall.

Search for Jobs

There are two ways to find job postings on Facebook—third-party applications and Facebook groups. An advantage of using these is that they are integrated with Facebook and some searches may also bring up people you can contact to ask for help with your job search.

Third-party applications include CareerBuilder and Simply Hired. CareerBuilder has job listings, links to resources, discussion boards, lists of career fairs, and a blog. Besides job listings, Simply Hired has an application that allows you to connect with members of specific occupations.

Facebook has thousands of groups. If you are searching for a job you will want to concentrate on groups in the business and organizations categories. Group discussion boards are helpful for finding job leads. To join a group, go to the Groups area and search for groups using keywords.

Network to Find Business Contacts

One of the best uses of Facebook for your job search is to connect with people who can help you find a job or give you advice. It is easier to connect with people on Facebook than many purely business social networking sites. For example, you can use Facebook to connect with someone you don't have access to in LinkedIn.

Become a Fan of the Career Center

Go to <http://www.facebook.com/bsucareercenter> for news and information about events and services to help you find an internship or job.

Considerations for Using Social Media for Business

Protect Personal Information

Social networking sites can be helpful in your job search, but they also carry potential risk. To protect your personal information

- Only connect with people you know and trust.
- Be selective with the personal information you put on social networking sites.
- Be careful about opening links posted on walls of social networking sites.
- Be careful about opening videos that ask you to install software in order to view them.

Stay Professional at All Times

- Never say anything negative about any person, career, company, or industry on any social media sites you use, including what you write on the walls of friends' pages.
- Be careful when linking social media sites together.
- Never discuss sex, politics, religion, or other controversial subjects that employers could use to discriminate against you.
- Post photos that are professional or show you in an educational setting.
- Keep the content on your page current to demonstrate to employers that you stay on top of things.

Congratulations. You are now ready to start using Twitter and Facebook to build your network, demonstrate professional knowledge, and find a job.

Resources

The following resources are available in the Career Lab in Lucina 235. The lab is open Monday - Friday from 8 a.m. to 5 p.m. during the school year and from 7:30 a.m. to 4 p.m. during the summer.

Creating Women's Networks

Cyberspace Job Search Kit

A Foot in the Door: Networking Your Way to the Hidden Job Market

Find a Job through Social Networking: Use LinkedIn, Twitter, Facebook, Blogs and More to Advance Your Career

Guide to Internet Job Searching

How to Succeed in Business Using LinkedIn

How to Work a Room: The Ultimate Guide to Savvy Socializing in Person and Online

It's Who You Know!

Job Searching with Social Media for Dummies

Make Your Contacts Count

Masters of Networking

Networking for Everyone

Networking for Success

The Networking Survival Guide

Power Networking: Using the Contacts You Don't Even Know You Have to Succeed in the Job You Want

Seven Days to Online Networking

The Twitter Job Search Guide

Vault Guide to Schmoozing

Your 24/7 Online Job Search Guide

Websites

Career Center: <http://www.bsu.edu/careers>

Cardinal Career Link: <http://www.bsu.edu/careers/careerlink>

Career Center Publications: <http://www.bsu.edu/careers/publications>

Great Links to Explore: <http://www.bsu.edu/careers/links>

LinkedIn.com Grad Guide: <http://grads.linkedin.com/>

How to Build a Professional Student LinkedIn Profile: <http://careerservices.linkedin.com/build-a-professional-profile.pdf>

How to Network Professionally Online: <http://careerservices.linkedin.com/network-professionally.pdf>

PatCriscito.com Networking Internet Web Sites: http://www.patcriscito.com/Bookstore/Networking_Internet.htm

Quintessential Careers: The Art of Career and Job-Search Networking: <http://www.quintcareers.com/networking.html>

Quintessential Careers: Career Networking Do's and Don'ts: <http://www.quintcareers.com/networking-dos-donts.html>

Riley Guide: Network, Interview, & Negotiate: <http://www.rileyguide.com/netintv.html>

Online Networking Sites

Behance: <http://www.behance.com> (for young professionals in visually creative industries)

Brazen Careerist: <http://www.brazencareerist.com>

Biznik: <http://biznik.com>

Ecademy: <http://www.ecademy.com>

Entrepreneur Connect: <http://entrepreneur.com>

LinkedIn: <http://www.linkedin.com>

Naymz: <http://www.naymz.com>

Ryze : <http://www.ryze.com>

Plaxo: <http://www.plaxo.com>

Viadeo: <http://www.viadeo.com>

Xing: <http://www.xing.com>

Young Entrepreneur: <http://www.youngentrepreneur.com>

Ziggs: <http://www.ziggs.com>

If you need adaptations or accommodations for any of our educational programs or publications because of a disability, please contact
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