

**DiscoverAbility NJ**  
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## Peer Learning and Leadership Network

Using Social Media for the Job Search

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### Using Social Media for the Job Search

April 7, 2011  
11 a.m.

*Presenter:*

**Michele Martin**, DiscoverAbility NJ, John J. Heldrich Center for Workforce Development Rutgers, The State University of New Jersey

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### Webinar Layout

Use **Hide Chat** for a cleaner, uncluttered webinar

Use **Chat box** to communicate with chairperson

Select **Full Screen** to maximize presentation; minimizes chat feature

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Michele Martin

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## Agenda

- Online identity in the job search and why it matters
- “Personal Branding”
- Job leads
- Organizing the Job Search

*(NOTE—we will NOT cover LinkedIn in this webinar. LinkedIn will be covered in detail in our April 21 session at 1 p.m.)*

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Advanced search  
Language tools

### What Do Employers See When They Search For You?

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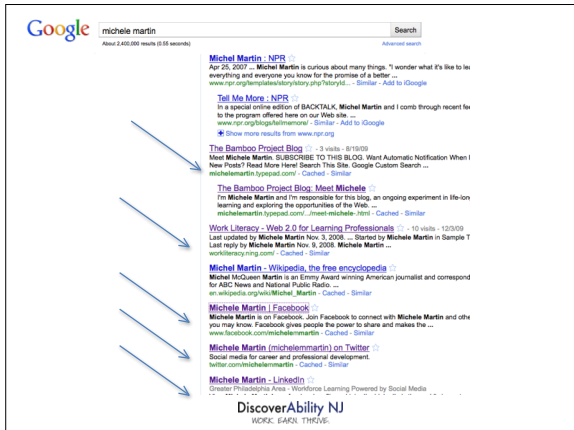
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87% of Recruiters use search engines to check out job candidates

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Because they discover. . .

- 41% --candidate posted info about drugs/alcohol use.
- 40%--candidate posted inappropriate photos
- 29%--candidate had poor communication
- 28%--candidate bad-mouthed previous employer
- 27%--candidate lied about qualifications
- 21%--candidate linked to criminal behavior

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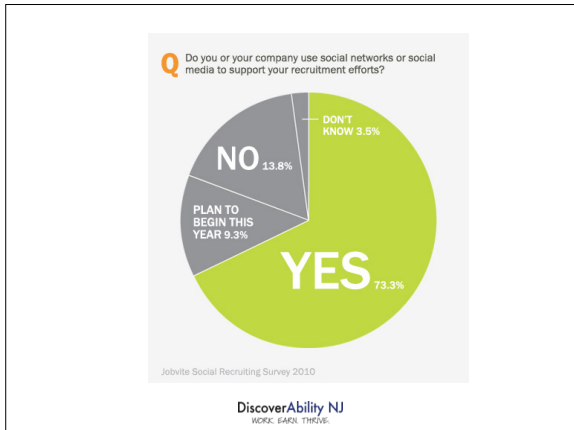
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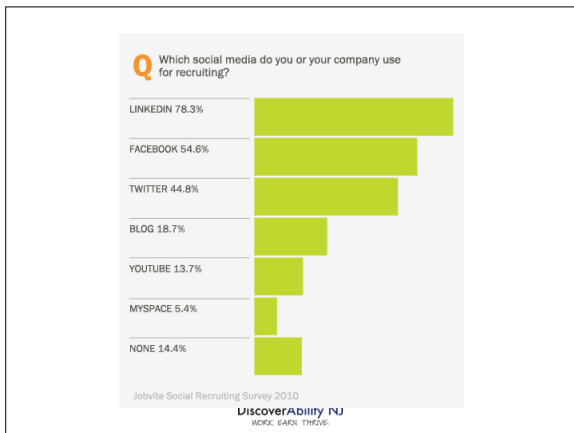
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- ### Some Stats
- 92% currently use or plan to use social media to recruit.
  - 1/3 always check out a candidate's social media profile to vet the recruit prior to hiring.
  - 58% have successfully hired candidates through social networking sites.
  - 36% say they plan to spend LESS on job boards.
  - 38% say they plan to spend LESS on external recruiters.
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## The Personal “Brand”



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## Elements of the Brand



- Personal Appearance
- Competencies
- Personality & Attitude
- “Differentiators”
- Personal Parameters

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## The “Big 4”



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## Can I Count On You?



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## Are You Qualified?

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## Will You Fit In?



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## Will You Stand Out?

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## How to Communicate Your Brand

- Portfolio
- Networking
- Resumes/Cover Letters
- Interviewing
- Online

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## How Can Social Media Help?

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# The Portfolio

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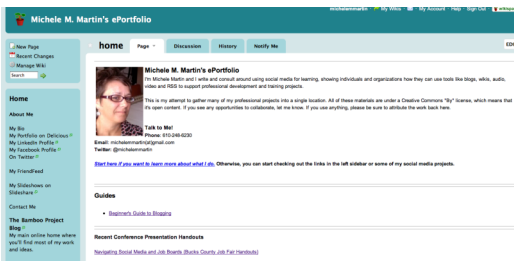
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# Wikispaces.com



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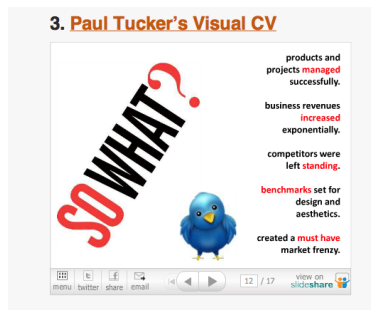
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# Slideshare.net

## 3. Paul Tucker's Visual CV



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## Using a Blog

**Examples of my work**  
This has been such fun these with students over the years. The photo is from an experimental program in Newark, it is based on using musical therapy in improving the quality of using for the students shortly after the birth. I posted because it shows that something that general education is enjoyable and highly desired (the using computers for learning) works well for some, but sometimes requires a bit more thought and work as the intent on the right shows.  
Photo credit from [http://photoquest.org/](#)

**Skills and Experience**  
My teaching experience has always been in schools that are "The One" recipients and usually with over 75% of the students on free or reduced lunch. I've also used technology in the classroom since I started over a decade ago in Newark, California with a base of online network computers in my classroom, and students went to the computer lab. Using technology effectively has required organization, a network, hardware, and knowing what was going. What is also required that my picture doesn't show is creativity, and the ability to drive on my feet.

**Professional Development**  
A collage of those along with the training out by using a blog about networks that he learned from an advisor. Networks have extensive networks that begin to get assessed and targeted with neighboring areas. They do this because to grow really fast and they are some of the latest because the students need the support they get from that "network" of tools. My goal with those is to see whether they are children or adults, to build an ongoing relationship of support with them.  
Photo credit from [http://photoquest.org/](#)

**Examples**  
Examples: Starting in the classroom  
Examples: With Adult Online  
Examples: Unit on Cooperation and Competition (with OARS)  
Examples: Concept Exploration and Language Development (with OARS)  
Examples: Human Rights Unit  
Examples: Exploring Ideas  
Photo credit from [http://photoquest.org/](#)

**Skills and Experience**  
Professional Ethics 2010  
Professional Experience 2009  
Professional Ethics 2008  
Professional Ethics 2008  
Professional Experience 2008  
Professional Experience 2007  
Professional Ethics 2007

**Professional Development**  
Professional Development 2009  
Professional Development 2008

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## Shari Ward, CPLP

Shari's Portfolio  
Welcome to My Online Portfolio  
Click using mouse to view the rest of my online portfolio.  
What is First Step Credit Union, I developed and implemented a course based on the OARS StrengthsFinder. Below you can view the leader's guide, handouts, and presentations used to deliver the course.  
[StrengthsQuest Course Preview](#)  
[StrengthsQuest Professional Guide](#)  
[EQ Exploring Signature Themes Handout](#)  
[Know Your Talents Handout](#)  
[StrengthsFinder Reflection Sheet Handout](#)  
[StrengthsQuest Action Planning](#)

Subscribe in a reader  
View my page on Social Learning  
Blogroll  
ASTD Blog/Careers  
Career Management  
Solutions Blog  
Richard Nelson's Blog  
The Success Project Blog  
VisualSpeak Blog  
See What You've Missed  
Select Month

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## Sharing Your Portfolio

- In your email signature
- On your LinkedIn and Facebook profiles
- Personal business cards
- On resume and in cover letter
- Ask others to share the link with people in their networks

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# Personal Brands on Twitter

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The screenshot shows Dan Schawbel's Twitter profile. The header includes a 'Sign Up' button and a notification. The profile picture is a headshot of Dan Schawbel. The bio states: 'Dan is the Managing Partner of Millennial Branding, LLC. He is the #1 international business author of @Zen Habits, as well as the publisher of both the award-winning Personal Branding Blog and Personal Branding Magazine.' The main tweet is titled 'Reading: The Art of Handling Criticism' with a link to 'http://zenhabits.net/criticism/ via @zen\_habits'. Below the tweet are several retweets from @conversational and @socialologist. The right sidebar shows statistics: 11,147 followers and 17,737 tweets. It also lists various lists he is part of, such as 'people in a/care' and 'personal-branding-101'.

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10. "hate my job!! i want to tell my bosses how dumb they are and how meaningless this job is, then quit, and be happy!"
9. "So my job was to test all the food at the new restaurant, can I just say, ughew. I'm going to taco bell then twistee treat."
8. "Workin... This job sucks worse then the economy!"
7. "I'm going to work! Walmart! Must find better job! I hate it when chicks there have a deeper voice than me and refer to me as fool"
6. "Also I'm really bummed that I'm working today, i asked off so i could study but my boss is a \*\*\*\*\* \*\*\*\*\* who can't read."
5. "Coworker smuggled out a chair for me. Currently being paid to SIT around and listen to John Barrowman on my iPod. I don't hate my job today!"
4. "having sex dreams of people you work with makes for an awkward day."
3. "smoking weed at work is so [EDITED] great 😊"
2. "It's bad when you overhear the n00b programmer say "I used to work at McDonalds with him" and you wonder if he is talking about the CEO..."
1. "Huh, with my boss on twitter, maaaybe i should take down that sexy picture of her... but her reaction will be priceless!"

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## Ways to Use Twitter

- Share professional resources with followers
- Provide tips, advice, etc.
- Connect people
- RT and DM people
- Participate in #chats

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## Positive Strategies

- Use status updates to connect, let people know about job search.
- Revise profile to emphasize professional/educational accomplishments
- Limit photos
- Choose friends wisely
- Join and get active in groups and on Fan Pages that are connected to your profession and/or to companies that interest you

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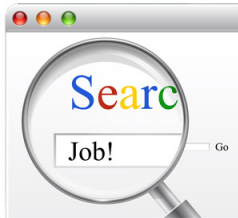
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## Finding Job Leads

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Google alerts

Search terms:  [Preview results](#)  
Type:  [Change](#)  
How often:  [Change](#)  
Volume:  [Change](#)  
Deliver to:  [Change](#)

Monitor the Web for interesting new content.  
Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.  
Enter the topic you wish to monitor. Then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the news on a celebrity or event
- keeping tabs on your favorite sports teams

You can also [click here to manage your alerts](#)

[Manage your alerts](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#)  
© 2011 Google

<http://www.google.com/alerts>

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## Keywords

- Names of companies
- Names of key people in organization
- Industries
- Key skills/certifications
- Industry trends

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twitter



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The screenshot shows the TwitJobSearch website interface. At the top, there are navigation links for 'Browse', 'Directory', 'Blog', 'Buzz', and 'Recruiters'. A search bar contains the text 'NJ warehouse' and a 'Search' button. Below the search bar, it indicates '585 results found in (0.227 sec)'. There are several job listings displayed, each with a company logo, job title, location, and date. For example, one listing is for 'Jobs In the UK - SQL Application Developer - SBS' in Essex, United Kingdom, dated Wednesday 23 March 2011 16:28. Another listing is for 'NJ Jobs - RWJ (RWJ) Floor Supervisor, Warehouse - Electronics, New Jersey' dated Wednesday 28 March 2011 13:37. There are also options to 'Get email alerts for NJ warehouses' and 'Register your CV'.

<http://www.twitjobsearch.com/>

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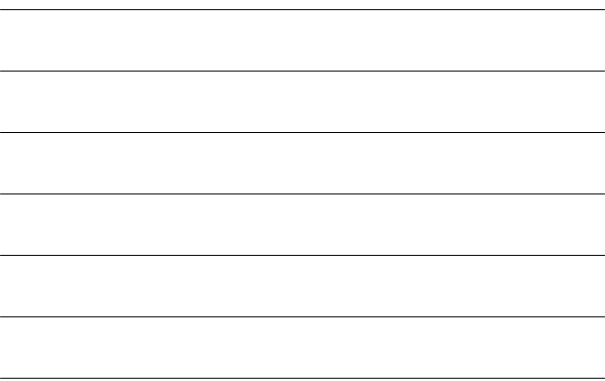
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**United States**

- @jobs\_now - all kinds of jobs
- @ITJobs - high tech jobs
- @jobsintech - more high tech jobs
- @techjobs - even more high tech jobs
- @mobilejobs - jobs for the Mobile Web and Digital Media in Silicon Valley, Seattle, LA and NYC.
- @medicaljobs - medical jobs for just adjacent, like special education
- @hiring - human resources jobs
- @jobs4u - all kinds of jobs
- @krop\_jobs - design jobs
- @phoenixjobs - IT jobs in the greater Phoenix area.
- @phoenixjobs - more IT jobs in the greater Phoenix area.
- @portlandjobs - Portland Tech Jobs, part of the Portland Twitter Jobs network, which also covers 10 other industries in the Portland, Oregon area like green jobs and non-profit jobs.
- @sanfriscojobs - San Diego Tech Jobs
- @myjobs - IT jobs
- @esearch - SEO jobs
- @jobwater - all kinds of professional jobs
- @newyorktechjobs - IT jobs in the greater New York area from Careerbuilder.com
- @atlantatechjobs - IT jobs in the greater Atlanta area.
- @seajobs - Search and internet marketing jobs
- @socialmediajobs - Social Media jobs in the US.
- @marketingjobs - marketing manager jobs in Austin, TX
- @ATX\_Jobs - jobs in Austin, TX from Craigslist.
- @boomtown - all kinds of jobs.
- @nymarketingjobs - New York jobs for professionals in marketing, advertising, sales, fashion, events, media, and PR.
- @jobs\_newyork - jobs in New York
- @boulderjobs - Keeping you updated with available jobs in Boulder, CO
- @joblight - Tech job aggregator
- @eCommerceJobs - jobs in e-commerce, whether technical or otherwise
- @socialmediajobs - all kinds of jobs, mostly pulled in from Monster or SimplyHired
- @LA\_WebJobs - Los Angeles web jobs
- @jobsforstudents - general purpose job listings from the LA Times
- @jobsonline - general purpose job listings from the Ontario Sentinel
- @job4u - student & entry-level jobs
- @myfirstpaycheck - listings, advice, and resources to help teens find jobs.
- @AccountingNYC - account management jobs in New York City.
- @SummerJob - seasonal jobs. Some are for students, some are summer contracts for professionals.
- @EngineeringUSA - engineering jobs
- @AdJobsUSA - advertising jobs
- @WebJobsUSA - Web 2.0-related jobs
- @teachingjobs - various jobs in teaching, Los Angeles
- @Pharmaceutical - pharmaceutical jobs
- @BioMedical - BioMedical is dedicated to helping pharmaceutical, biotech and biomedical job employers connect with the talent they need, to improve the lives of others.

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**SodexoJobs**

RT @regstewart06: Sodexo is seeking a Regional Safety Mgr. Search on careers.sodexousa.com for position #4229  
7:21 PM Mar 30th via TweetDeck

RT @Svalderrama: Two new positions for senior recruiters on Sodexo's Talent Acquisition Team. Job#7610 & 7611 Apply.  
http://bit.ly/suc5Q  
6:12 PM Mar 30th via TweetDeck

RT @HRNewsFeedz: Human Resources Manager 3 - Sodexo Inc. - Irving, TX US-TX-IRVING http://bit.ly/eBQLCA #hr #jobs  
9:32 AM Mar 30th via TweetDeck

RT @Svalderrama: Getting ready to post two new positions for top senior recruiters. Very excited to be expanding our team!  
6:44 PM Mar 30th via TweetDeck

RT @ScottNSherman: Seeking a Senior Energy Manager, CEM, LEED, energy services, energy audits, retro-commissioning.  
http://bit.ly/nD4tp1  
3:13 PM Mar 30th via TweetDeck

RT @dfdeluca: Sodexo Catering Manager needed for college campus in Hanover, IN. Search job #6106 http://bit.ly/suc5Q  
1:16 PM Mar 30th via TweetDeck

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**SodexoCareers**

@Teelajackson Thank you! We invited a professional photographer to our TAG team meeting and she made us all look amazing!  
about 14 hours ago via TweetDeck in reply to Teelajackson

Interesting social recruiting article about McDonald's 'Mcjob' image from @rdablife http://t.co/ZTIG1G via @adage  
about 14 hours ago via TweetDeck

How do you like your Jazzman's Ice Coffee? http://on.fb.me/fuVxQk My favorite cold drink from Jazzman's is Iced Blueberry Green Tea.  
about 22 hours ago via TweetDeck

Just in case you missed any of our blog posts in March here's a recap! http://conta.cc/dSLTlB http://fb.me/Z9uwzT?  
about 22 hours ago via Facebook

Sodexo Careers: Sodexo's Annual Servathon - starts NOW! http://bit.ly/HRK5o  
about 22 hours ago via TweetMeme

Just in case you missed any of our blog posts in March here's a recap! http://conta.cc/dSLTlB  
about 22 hours ago via TweetDeck

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# Organizing the Job Search



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# Some Tools

- Gmail
- Google Docs
- Google Calendar

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# Priority Inbox

## Get through your email faster

Email is great, except when there's too much of it. Priority Inbox automatically identifies your important email and separates it out from everything else, so you can focus on what really matters.



[Learn more](#) about Priority Inbox.

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- Go to Gmail**  
Don't have Gmail? [Create an account](#)  
Google Apps user? [Sign in here](#)
- Automatic sorting**  
Gmail uses a variety of signals to identify important email, including which messages you open and which you reply to.
- Sections keep you organized**  
Incoming email gets separated into sections: important and unread, starred, and everything else. Don't like these? Customize them.
- Predictions improve over time**  
Over time, Priority Inbox gets better at predicting what's important to you. You can help train it using the button.

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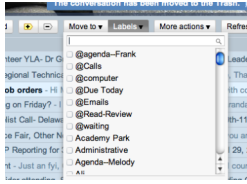
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## Gmail Labels



The screenshot shows the Gmail 'Labels' menu. The menu items include: @agenda-Frank, @Calls, @computer, @Due Today, @Emails, @Read-Review, @waiting, Academy Park, Administrative, Agenda-Melody, and All. A red circle highlights the 'All' label at the bottom of the list.

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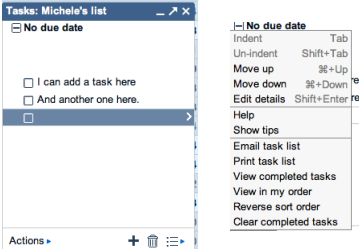
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## Gmail Tasks



The screenshot shows the Gmail 'Tasks' menu. The menu items include: No due date, Indent (Tab), Un-indent (Shift+Tab), Move up (⌘+Up), Move down (⌘+Down), Edit details (Shift+Enter), Help, Show tips, Email task list, Print task list, View completed tasks, View in my order, Reverse sort order, and Clear completed tasks.

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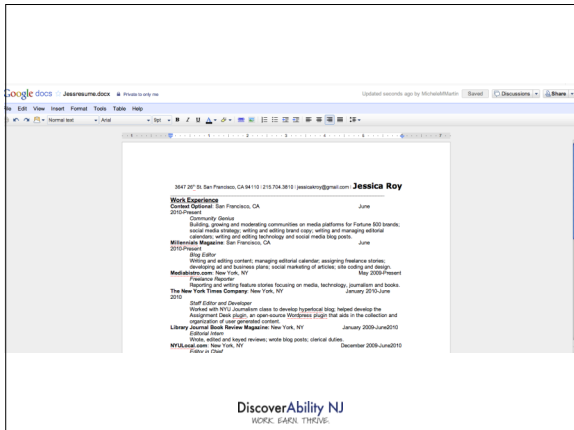
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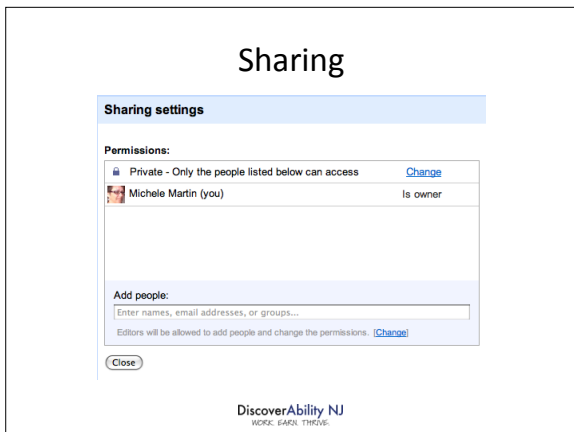
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# Editing

The screenshot shows a web-based resume editor. The resume content is as follows:

3047 20<sup>th</sup> St, San Francisco, CA 94110 | 213.724.2610 | jessicero@gmail.com **Jessica Roy**

**Work Experience**

**Contra Generalist** - San Francisco, CA June 2013-Present

- Community Outreach
- Building, growing and moderating communities on media platforms for Fortune 500 brands, social media strategy, writing and editing brand copy, writing and managing editorial calendars, writing and editing technology and social media blog posts.

**Minimalist Magazine** - San Francisco, CA June 2010-Present

- 2010-Present
- Staff Editor
- Writing and editing content, managing editorial calendar, assigning freelance stories, reviewing and business plans, social marketing of articles, site coding and design.

**Madeforbooks** - New York, NY May 2009-Present

- Freelance Reporter
- Reporting and writing feature stories focusing on media, technology, journalism and books.

**The New York Times Company** - New York, NY January 2010-June 2010

- Staff Editor and Developer

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## Job Search Contacts

**Employer Name**

**Address**

**Phone**

**Contact Person Name & Title**

**Email**

**Position Title Applied for**

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# FORMS

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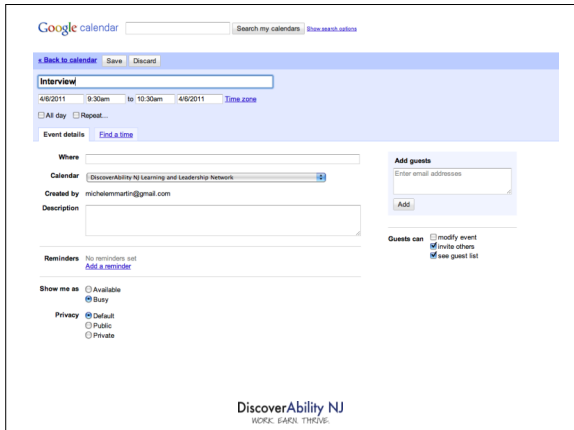
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## Other Features

- Share calendars with others
- Invite people to add item to their calendars
- Have reminders sent to cell phone
- Set to automatically email daily agenda each morning
- Embed calendars in other websites
- Can enable attachments to events

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