



Greensboro Public Library

Using



to Find a Job



Using to Find a Job

There are 2 ways to find a job

TRADITIONAL

Online Job Boards



In-Person /Online Job Applications



NON-TRADITIONAL

LinkedIn/Twitter/Facebook





Using to Find a Job

LinkedIn



LinkedIn is a Business Version of FaceBook

Connections- Yahoo mail automatically takes your email contacts and links you.

Email – Send out mass emails to everyone in my LinkedIn network, letting them know you've been laid off, you're seeking a job, you're seeking any help

Company Search- Search specific companies you are interested in. Find people who are connected to other people you know. Then, you ask your personal contact to connect you. Or , if you pay \$30/month, you have the opportunity to email people who you don't have a contact in common with.

Job Postings- LinkedIn allows employers to post jobs on the site..for FREE. The jobs are usually high quality, professional jobs.

Blog Link - LinkedIn now gives you the ability to link your blog post to your profile. Every time blog a new post, it updates on your profile. Anyone looking at my profile will see what you're writing about. It also includes the updated post in the weekly update emails that go out to your connections.

Twitter Link - Similar to Blog Link, LinkedIn also pulls your conversations from Twitter. So, anyone who is not on Twitter, can see what you are tweeting about.



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LinkedIn Advice



Recommendations – Get as many recommendations on your profile as you can! Give recommendations as well.

Status Updates - Similar to FaceBook, LinkedIn also has status updates. It's a good idea to update your status, to better inform your connections what you've been up to.

Headline - LinkedIn gives you a place to add a professional headline. It is really the first thing anyone see's of your profile. Make it exciting and enticing..i.e., "Innovative Marketer with a Drive for Results."



Using to Find a Job

Twitter



Basic Networking- Join the companies who have Twitter accounts, and join people who work for the companies that you want to work for. Follow their Tweets. Tweet others who have also joined organizations Twitter accounts, and usually almost get answers to your questions, e.g., Do you have job openings?.

Job Postings – Type in search terms connected to your job...e.g. “Greensboro Jobs”.

Connecting - When someone follows you or you follow them, read their bio thoroughly. If it looks like they work somewhere you might be interested in, or if you think they might be someone who could connect you to others, get in touch with them. If they say no or don't responded at all, that's ok. However, for the most part, everyone is very open to meeting or talking..that's why they are on Twitter!

Companies – A new Twitter tool is **Twellow** which actually searches people's bios and URLs on their bios. It's amazing! For example, Do a quick search on *Your Favorite Company*, and see how many people from *Your Favorite Company* are on Twitter.



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Twitter Advice

What's Going On? – Be proactive in talking about what's going on in regards to your job search. So, mentioning tactfully about you job search hunt , interviews you've had, or people you've met with. This keeps it fresh in people's heads that I am looking for a job.

Reach Out –To people you want to network with and saying something like "Hi - I'm looking to break into XYZ. Is there anyone you can think of to refer me to?"

Twitter Name - Your Twitter name should be your name, as it will help in your search engine results.



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Facebook



Facebook - Has been used primarily for connecting with friends, family and acquaintances, and/or reconnecting with people from your past. But, it can also be an effective job search tool. **Create a separate “Professional” Facebook page.**

Recruiters - Every recruiter, whether it is a fortune 500 company or a staffing company, is on Facebook.

Notes – Post "notes" on Facebook, explaining your job seeking status, and what I was looking for. A note tends to stay on people's screens longer than a status update, and you can write much more.

Status Update – Frequently post status updates relating to your job search, to keep it top of mind that you are still looking for a job. Write things like "I had a great interview this morning... keep your fingers crossed!" or "I have a networking meeting later today with a company I'm really interested in!". I also write a status update with a link when I write a new blog post.

Write for Your Audience– Remember, the same person(s) who interviewed you could be reading your Facebook page



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Facebook Advice

Notes for Blog Posts - Create a "note" for each blog post. Notes stay on people's screen's longer. I think that some people may be more likely to read it if the text is right there on the screen rather than having to click through to the blog. Also, if they comment on it on Facebook, it becomes even more viral.

Tag Your Friends - If you write a blog post that includes a reference to a friend on Facebook, tag them. That way, their friends will be alerted to your post, and your message will spread more quickly.



Social Networking

Any Questions?

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