

HOW TO MAKE SOCIAL MEDIA WORK FOR YOU

As social media becomes a more popular medium to find jobs, it is essential to learn how to manage your platforms to best represent yourself and your brand. This handout is your guide to navigate the main platforms – **LinkedIn, Twitter, and Facebook**.

LINKEDIN

LinkedIn is a fantastic tool because it connects you with professionals. You become a professional when you join. You can easily introduce yourself to credible professionals and make **strategic networking connections**. On LinkedIn, you don't job search – you people search.

Do	Don't
Your professional headline and your name are the only elements that appear in searches, so it is important to choose a strong headline . List your current job or internship title or describe your experience as a student, such as “Senior English major at Lewis & Clark College with a sharp editorial eye.”	“Student at Lewis & Clark College” is not enough information. Give more!
List your relevant work experience and be sure to update it and keep the information accurate . Try to think of what potential employers would want to see and highlight those experiences, such as internships, research experiences, summer employment, volunteering, etc.	Avoid listing every job you've ever had if they distract from your best talents and skills, such as dog-walker or frozen yogurt chef. If you think these positions do demonstrate a skill, consider whether one of your other, more applicable jobs also emphasizes this skill. Too much information can be busy and distracting .
List relevant blogs, online publications, projects, videos or websites that you author or to which you contribute. Try to get endorsements on your skills from your connections.	Exclude irrelevant blog posts, such as daily musings about life, or any inappropriate content, such as spring break trip recaps.
Join groups! Lewis & Clark College Career	This does not mean you should join every

Network, or L&C Net, is an essential. Joining other professional organizations you are interested in and other groups that could provide opportunities to network and ask questions.	group you come across. Your groups are listed on your profile and reflect your professional interests.
Achieve 100% completion on your profile and seek recommendation from former colleagues, supervisors, and professors.	Don't connect with anyone you see. When it comes to connections, aim for quality, not quantity .

Other LinkedIn tips

- **Update your status** with posts about research papers, travel, interesting articles you have read, volunteer experiences, etc. Be sure to stay professional.
- Consider your privacy settings, especially when you're posting updates. Avoid notifying your contacts every time you edit your profile.
- Consider Banners and whether or not you want them public (there is a setting to tell recruiters you are open to work but not your connections)
- Consider adding a LinkedIn badge to your email signature.
- Visit LinkedIn's student section and support page for more tips.

TWITTER

Twitter is becoming a great job seeking resource. Following a company's tweets is a good way to stay updated on the current state of the organization.

Tips

- Follow companies to keep up with their updates and employees.
- Search #jobs, #internships, #pdxjobs, etc.
- Present yourself as a professional. Use the 160 character bio as your elevator pitch to attract potential employers. Upload a professional avatar. Tweet about your job search and interests.

FACEBOOK

Employers will sometimes use Facebook to investigate potential employees. If your profile is public, consider cleaning up your photos and keeping status updates and photos appropriate

Follow the Career Center on social media to connect with professionals, find employment and event opportunities, and see examples of using social media effectively.

Facebook: @lcpicareers

Twitter: @piocareers

Instagram: @piocareers

Adapted from "LinkedIn 101 (+ a little Twitter) – Dos and Don'ts to Break the Ice, Build a Network, and Be Noticeable by Amy H. Taylor, 2009.