

Social Media Resources How-To

Sponsored by the Heart of Wisconsin, Marshfield Clinic, and
Mid-State Technical College



What This Video Will Explain

- Why use social media in your job search?
- How to use social media resources
- What is the difference between various types of resources, especially Facebook and LinkedIn?



To Start: Social Media Housekeeping

- Take a close look at your personal social media accounts: Facebook, Instagram, etc.
- What you post - *past and present* - can affect your employment status
- Delete questionable posts
- Consider unfriending questionable acquaintances

What Are Considered Social Media?

- Can include many social media apps:
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
 - etc.

Using Social Media for Your Job Search - Facebook

- Facebook

- Use the “Search” option

- Remember: Your choice of keywords is vital

- Searches will provide links to:

- New job postings

- Facebook Groups focused on specific career fields, which includes networking and job postings

Using Social Media for Your Job Search - LinkedIn

- Don't need to pay for Premium account
- Not for friends and family → Stick to professional/job-related contacts and information
 - Friends and family can hurt your profile by not being in the field you're looking for a job in
- Profile photo
 - Keep it professional
 - Run it through PhotoFooler.com

Using Social Media for Your Job Search - LinkedIn (Continued)

- Contact information: Use professional email
- Other information:
 - Use professional wording
 - Keep it simple and easy to read
 - Keywords are important
 - Check spelling/grammar
 - Write in 1st person
 - Focus on the job you're looking for

Using Social Media for Your Job Search - LinkedIn (Continued)

- Change “Job seeking preferences” setting to “Yes”
 - Besides that, avoid implying that you’re unemployed or seeking a new job
- Make profile and photo public
- Employers regularly check LinkedIn before deciding who to contact for an interview

Other Helpful Hints

- Search Google and YouTube for “how-to” videos and tips for:
 - Creating an account
 - Making an effective profile
 - Maintaining your profile
- Make checklists

In Conclusion

- Take note of the LinkedIn tutorial in this video following this PowerPoint
- For additional assistance and information, see the next slide
- Thanks for listening and watching!

For additional support and information:

Heart of Wisconsin Area
Employment and Resources
Fair

Wednesday, September 2nd
12:00 - 6:00 p.m.

Thursday, September 3rd
8:00 a.m. - 2:00 p.m.

East Junior High School Field
House - Entrance off of 6th
Street

Mid-State Technical
College

Adult Basic Education
Services

<https://www.mstc.edu/student-services/link>

715.422.5470

Apply to a program at
www.mstc.edu/apply

