USING SOCIAL MEDIA FOR THE JOB AND INTERNSHIP SEARCH

EMPLOYERS ARE USING SOCIAL MEDIA TO POST JOBS AND INTERNSHIPS AND RESEARCH YOU.

BUILDING YOUR LINKEDIN PROFILE

Think of your LinkedIn profile as an interactive business card.

- Summary of your professional experience, interests and capabilities
- Designed to attract the attention of people and organizations you’re targeting (recruiters, networking contacts, grad school admissions officers, etc.)

Craft an Informative Headline

- Short, memorable way to understand who you are in a professional context
- Gives an idea of what you’re looking to do
- Check out the profiles of students and recent alums you admire for ideas and inspiration

Display an Appropriate Photo

- Adding a profile photo is strongly recommended
- Select a professional, high-quality, head-and-shoulders headshot of you alone

70% of employers reported using social media to screen candidates before hiring them!

Bruno Bear
Aspiring Urban Planning And Real Estate Professional

Bruno Bear
Junior English Concentrator At Brown University Seeking Position in Social Media Or Graphic Design

Bruno Bear
Passionate About Public Health Issues And Education Reform
Show off Your Experience, Education and Activities

- Jobs/internships (including part-time and unpaid)
- Organization and volunteer and campus activities
  Explain your tasks what you accomplished at each experience
- Institutions you've attended
  Include your concentration as well as highlights of your activities
  Also appropriate to include study abroad programs/summer institutes

Develop Your About Statement

- Concise articulation of your goals and qualifications
- Short blocks of text or bullet points for easy reading

Additional Info: List Your Skills, Optimize Your Profile, Get Recommendations

- Try to list at least five key skills to start (you don’t need to be an expert to list a skill)
- Claim a unique URL for your profile (for example: www.linkedin.com/in/brunobear)
- Ask for recommendations from past internship supervisors and colleagues, employers, and professional mentors

Your “About” and “Skills” sections are the places to include keywords and phrases that a recruiter or hiring manager might type into a search engine to find a person like you.

CONNECTING WITH PEOPLE AND SEARCHING FOR JOBS AND INTERNSHIPS ON LINKEDIN

Get Personal and Build Your Network

- Add friends, family and colleagues from your past jobs, internships and activities
- Accept LinkedIn requests from people you know, have worked with, or who have been introduced to you by a mutual friend or contact
- Customize your connection requests with a friendly note and, if necessary, a reminder of where you met or what organization you have in common
- Use the “Advanced” search to find connections at companies you're researching
- Visit linkedin.com/alumni to search Brown students and alumni who have LinkedIn profiles

Search for Internships and Entry-Level Jobs

- Internships: linkedin.com/jobs/internship-jobs/
- Entry-level jobs at linkedin.com/jobs/entry-level-jobs/

Hello! It was very nice meeting you at the Brown University Career Fair this morning. I’m very interested in Grizzly Bear Research at Bluno International, and would love to keep in contact.

Thank you for your time!

Best,
Bruno Bear

My name is Bruno, and I’m a Sophomore at Brown. I’m very interested in Grizzly Bear Research at Bluno International. If you have a spare moment, I would appreciate learning more about your career path and current work.

Thank you for your time!

Best,
Bruno Bear
47% of employers surveyed use Twitter to showcase their brand to potential employees and to post jobs and internships.

**USING TWITTER TO RESEARCH COMPANIES AND FIND JOBS AND INTERNSHIPS**

- **Create A Professional Account and Follow the Companies That Interest You**
  - Pick a professional username
  - Add a Picture
  - Write a short bio
  - Follow the companies that interest you to learn more about their work
  - Examples include: @hrw, @McKinsey, @CondeNastCareer, @socialmediajobs

- **Use Hashtags**
  - Use hashtags to search for jobs, internships and other information
  - Examples: #internships, #hiring, #joblisting, #employment
  - Combining those with hashtags for your field or employer
  - Examples: #NASA, #physics, #apple, #computerscience

**PROTECTING YOUR PRIVACY AND FINDING CONNECTIONS ON FACEBOOK**

- **Check Your Privacy Settings**
  - Employers use Facebook to vet candidates. They can reconsider a candidate based on what they see on Facebook.
  - Be sure to remove anything questionable from your profile.

- **Activate Your Community**
  - Type “People Who Work At [Company Name]” in your main Facebook search bar to find friends and friends of friends who work at companies that interest you.

**FOR MORE INFORMATION**

- E-mail the Peer Career Advisors at peercareeradvisors@brown.edu for feedback on your LinkedIn profile
- Check out our Getting Started Using Social Media Prezi: http://ow.ly/Rm129
- Get the book written by Brown alum Joshua Waldman ’00 – “Job Searching With Social Media for Dummies.”
Building Your LinkedIn Profile

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Show off Your Experience, Education and Activities

- Jobs/internships (including part-time and unpaid)
- Your major and campus activities
- Explain your tasks that you accomplished at each experience
- Institutions you’ve attended
- Include your concentration as well as highlights of your activities

Also appropriate to include study abroad programs/summer institutes

- Institutions you’ve attended
- Organization and volunteer and campus activities
- Entry-level jobs at linkedin.com/jobs/entry-level-jobs/
- Internships: linkedin.com/jobs/internship-jobs/

Getting Personal and Build Your Network

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  - bar to find friends and friends of friends who work at companies that interest you
- Look for alumni to reach out to: careers@brown.edu

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See our Getting Started Resources:

- Open Hours with the Peer Career Advisors:
  - Sundays – Fridays, 1:30 to 3:30 pm
- For more information:
  - 401-833-3326
  - www.brown.edu/careerlab
  - careerlab@brown.edu

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