



Social Media Best Practices for Job Seekers

Social media can be a tremendous advantage or an unfortunate detriment in your job search, depending on how you use it. Whether it's LinkedIn, Facebook, Twitter, or Google+, here are some best practices to keep in mind.

Have a Clear Purpose

As a job seeker, you are using social networking to connect with helpful people who can hire or refer you, and uncover career opportunities. You're also establishing yourself as a trusted resource in your areas of expertise, whether it's leadership, technology or engineering. Without a clear purpose, you'll waste a lot of time and energy, and prolong your search.

Your Photo

A head-and-shoulders shot with full eye contact and a smile will communicate confidence. Make sure the background is simple and the lighting is flattering. Don't include other people or be too casual.

Your Brand

What are you known for? What do you contribute to an organization and how do you do it? That's your brand. Make sure that brand is consistent across all social media platforms. That includes your tone, as well as the job history, accomplishments and timeline on your résumé.

Keywords

Make a list of commonly searched keywords for the position you are pursuing and make sure to use them in your profiles and posts.

Posts

Focus on quality not quantity. Avoid misspellings and grammar errors by proof-reading your posts. To ensure your posts are understandable, limit acronyms, abbreviations and slang. Steer clear of sensitive subjects, like religion, politics and sex. Interesting photos get more attention than just words. Retweet and share posts of those you admire and that reflect your brand.

Privacy Settings

By following these guidelines, you should want anyone to access your social networking sites. The one exception might be your Facebook personal account, which is different from a Facebook Page. In your privacy settings, make your posts are only visible to friends and be aware of what photos you are tagged in.

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