

# Leveraging Social Media in Your Job Search



Lindsey Pollak  
Fordham University  
February 11, 2013

# Leveraging Social Media in Your Job Search

1. Learn the Landscape
2. Build a Professional Online Image
3. Enhance Your Expertise
4. Network Strategically
5. Q&A

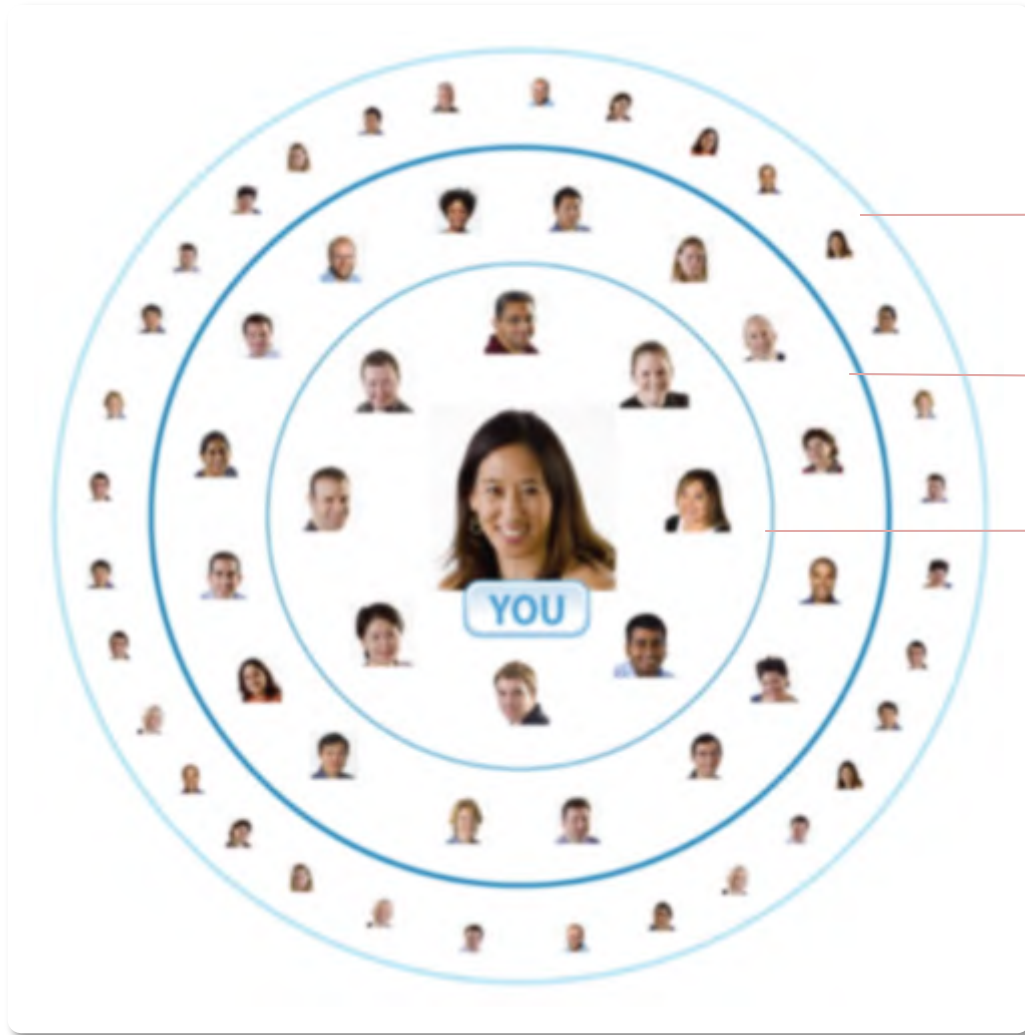
1.

# **LEARN THE LANDSCAPE**

70%

of jobs are found through networking

– U.S. Department of Labor



Your Friends' Friends' Friends

Your Friends' Friends

Your Friends

# The Social Media Landscape



LinkedIn



Twitter



Google+



Facebook



Pinterest

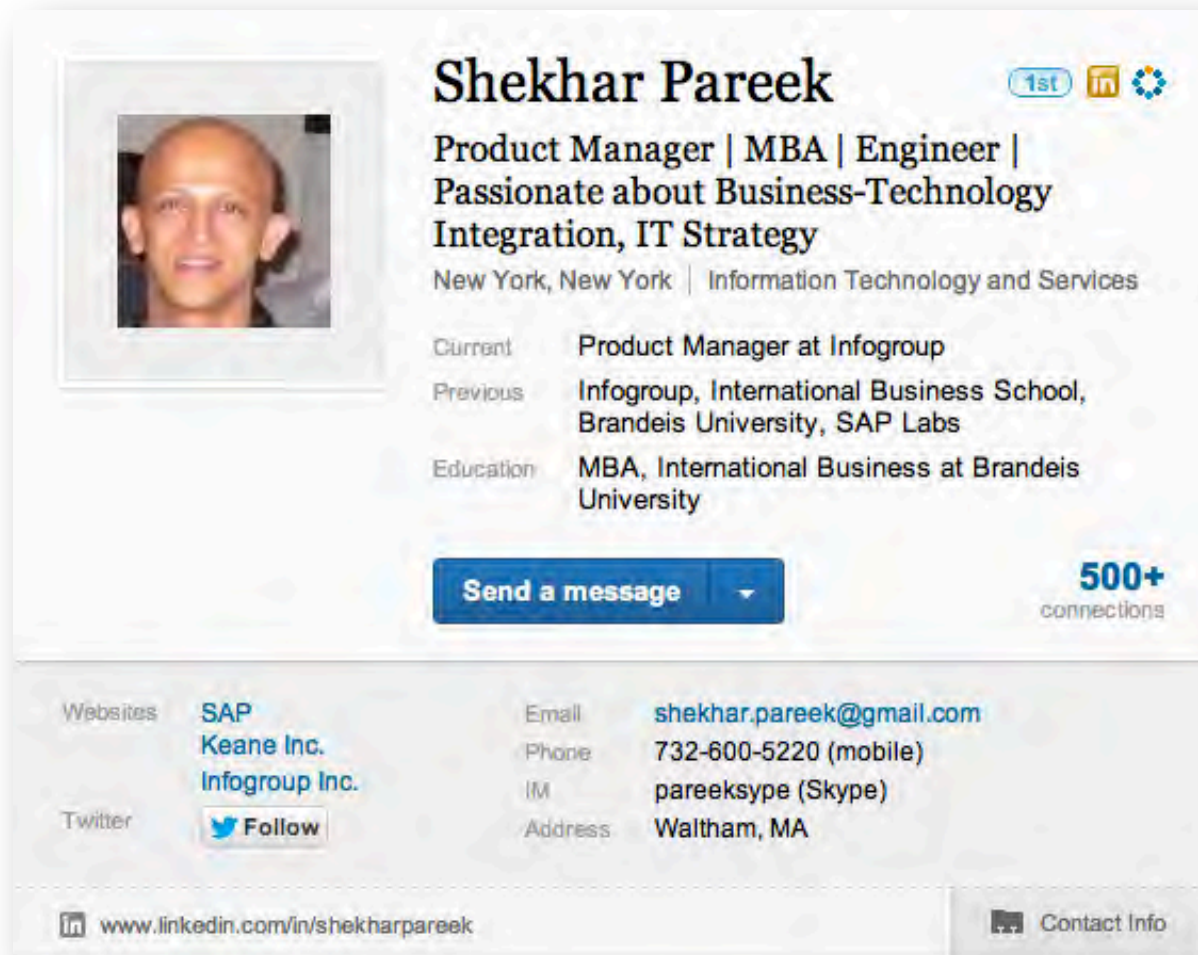


Tumblr



2.

# **BUILD A PROFESSIONAL ONLINE IMAGE**

# Create a Strong LinkedIn Profile



The image shows a screenshot of a LinkedIn profile for Shekhar Pareek. The profile includes a profile picture, a header with the name and a '1st' badge, a headline, a summary, and a list of current and previous roles. It also features contact information such as email, phone, and address, as well as a 'Send a message' button and a '500+ connections' indicator.

**Shekhar Pareek** 1st  

**Product Manager | MBA | Engineer |  
Passionate about Business-Technology  
Integration, IT Strategy**

New York, New York | Information Technology and Services

**Current** Product Manager at Infogroup

**Previous** Infogroup, International Business School,  
Brandeis University, SAP Labs

**Education** MBA, International Business at Brandeis  
University

[Send a message](#)

**500+**  
connections

**Websites** [SAP](#)  
[Keane Inc.](#)  
[Infogroup Inc.](#)



**Twitter** [Follow](#)

**Email** [shekhar.pareek@gmail.com](mailto:shekhar.pareek@gmail.com)

**Phone** 732-600-5220 (mobile)

**IM** pareeksype (Skype)

**Address** Waltham, MA

 [www.linkedin.com/in/shekharpareek](http://www.linkedin.com/in/shekharpareek)  Contact Info



Live Demo:  
LinkedIn Profile of Shekhar Pareek  
<http://tinyurl.com/a86jp9u>

# 5 Golden Rules of Student LinkedIn Profiles

1. Professional photo of you alone
2. Headline with area of study and/or career ambitions
3. Keyword-rich summary that includes the type of positions you are seeking
4. Inclusion of volunteer activities, internships and extra curriculars
5. Recommendations from professors, advisors and internship manager

# Tip: Add Sections to Enhance Your Profile

The image shows a LinkedIn profile page for Lindsey Pollak. The profile is in 'Edit' mode, as indicated by the 'Done editing' button. The profile information includes her name, title 'Career & Workplace Expert / LinkedIn Spokesperson', and location 'Greater New York City Area | Professional Training & Coaching'. She has 500+ connections. The 'Recommended for you' section is highlighted with a green box and contains the following options to add to the profile:

- PROJECTS
- LANGUAGES
- TEST SCORES
- COURSES
- PATENTS
- CERTIFICATIONS

The 'Edit Profile' menu is also highlighted with a green box and includes the following options:

- Edit Profile
- View Profile
- Recommendations
- Profile Organizer
- Following

The profile summary section is visible at the bottom, starting with the text: 'Lindsey Pollak is an author, consultant, speaker and recognized expert on next generation career and workplace trends. She serves as Global Spokesperson for LinkedIn and is the bestselling author of "Getting from College to Career: Your Essential Guide to Succeeding in the Real World." Forbes recently named her website, LindseyPollak.com, one of the Top 75 Websites for Your Career.'

# Languages

**LANGUAGES**

Language \*

English


Proficiency...

- Proficiency...
- Elementary proficiency
- Limited working proficiency
- Professional working proficiency
- Full professional proficiency
- ✓ Native or bilingual proficiency

Add another language

**Save** Cancel

# Projects

 **PROJECTS** + Add | ↕

**Name \***

**Occupation**

**Date** [Switch to date range](#)

**Project URL**

**Team Member(s) \***

Lindsey Pollak

[Add team member](#)

**Description**

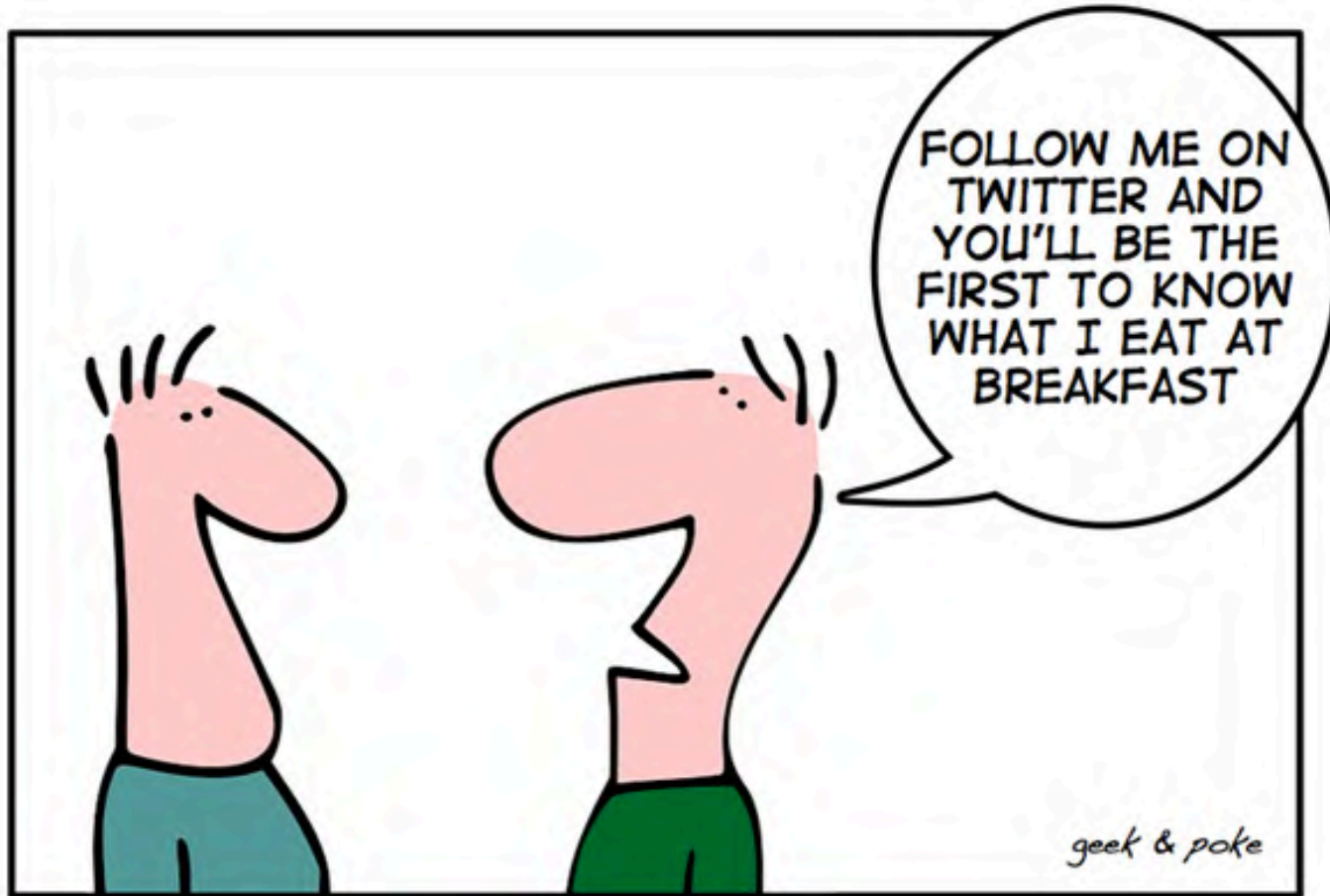
2.

**ENHANCE YOUR EXPERTISE**

“How Do I Stand Out from the Crowd?”



# Conduct Research on Twitter (Seriously!)





# Follow All of Your Prospects...

**UBS Americas**  
@UBSAmericas  
1,225 Tweets  
4 Following  
2,812 Followers

Tweet to UBS Americas

Tweets

- UBS Americas @UBSAmericas  
Digital Economy (S&OP) and other #QSeries
- UBS Americas @UBSAmericas  
Harvard Prof. ... companies' initiatives. #QSeries
- UBS Americas @UBSAmericas  
Chris Atkins, ... rates on #QSeries
- UBS Americas @UBSAmericas  
Experts from ... leaders for a #QSeries
- UBS Americas @UBSAmericas  
"The private ... capitalism" - #QSeries
- UBS Americas @UBSAmericas  
Learn more ab...

Similar to UBS Americas

- J.P. Morgan Funds @jpmorganfunds
- BlackRock Corporate @blackrockcorp
- Deal Journal @dealjournal

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**Yale Law School**  
@YaleLawSch  
308 Tweets  
18 Following  
6,772 Followers

Tweet to Yale Law School

Tweets

- Yale Law School @YaleLawSch  
The island nation of Palau, an environmental partner of YLS, has received the 2012 Future Policy Award. [bit.ly/QMPTX](#)
- Yale Law School @YaleLawSch  
India's chief economic adviser Raghuram Rajan speaks today at Yale: Are Capitalism and Democracy Failing Us? [bit.ly/Q8889P](#)
- Yale Law School @YaleLawSch  
Farley P. Katz, curator of new Harnard Law Library exhibit, "And then I drew for books," to speak Oct. 5 [bit.ly/N4p10y](#)
- Yale Law School @YaleLawSch  
Read the New York Times review of Prof. John Witte's book, Lincoln's Code. [nyts.nyu.edu/ny](#)
- Yale Law School @YaleLawSch  
Prof. James Whitman's book about the making of modern war coming and of October. [bit.ly/OU8pD](#)
- Yale Law School @YaleLawSch  
Are Capitalism and Democracy Failing Us? Raghuram Rajan to lecture on topic Oct. 2. [bit.ly/Q8889P](#)
- Yale Law School @YaleLawSch  
Don't miss new Yale Law Library exhibit... "And then I drew for books." [bit.ly/Q8889P](#)

**Fulbright Programs**  
@FulbrightPrgrm  
1,582 Tweets  
345 Following  
13,294 Followers

Tweet to Fulbright Programs

Tweets

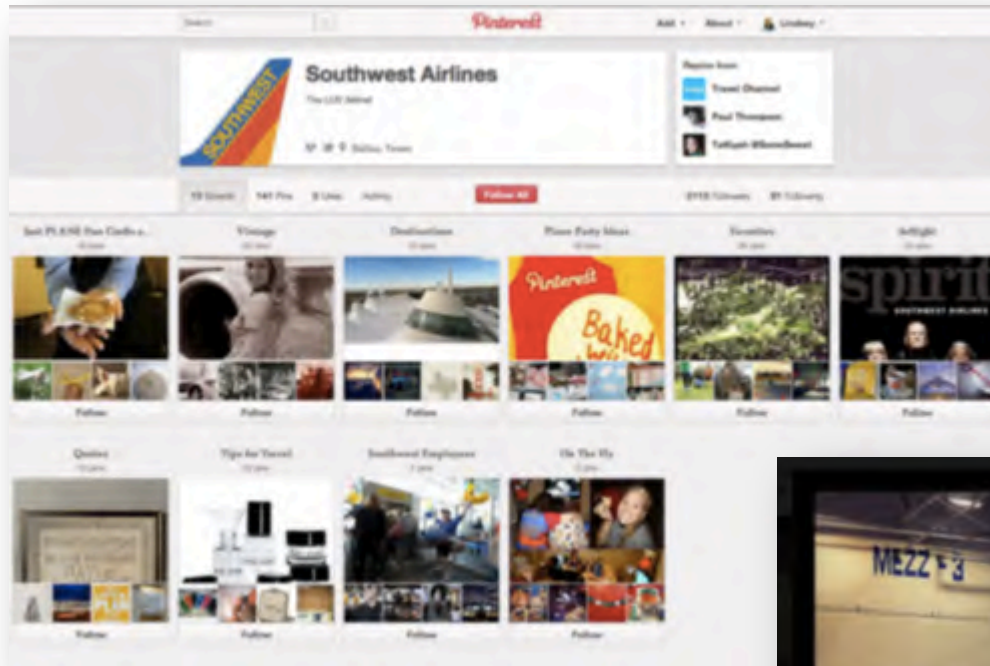
- Fulbright Programs @FulbrightPrgrm  
Thoughts go out to family of #Fulbright alum Andrew Brimmer (India), 1st black Fed Reserve Board member, who died 7 Oct [ow.ly/ep1f18](#)
- Fulbright Programs @FulbrightPrgrm  
Our thoughts to family of #Fulbright alum Andrew Brimmer (India), 1st black Fed. Reserve Board member, who died Sunday. [ow.ly/ep1f18](#)
- Fulbright Programs @FulbrightPrgrm  
We don't normally jump on memes... Fulbrighter Jesse Appel (China) rewrites #GangnamStyle. VIDEO: [ow.ly/ep1f18](#)
- ProfFellow @ProfFellow  
Fulbright application tip- The Right Time And The Right Country: Jason Tashiro On Fulbright Kosovo. [ow.ly/ep1f18](#) #FulbrightPrgrm
- VolunTEEN NATION @volunteennation  
H-U-R-R-Y! #College and #Grad #Students: Oct 17th is the deadline to apply for #FulbrightPrgrm. [fulbright.state.gov](#) #WashU #SLU #UMSL #MST
- Fulbright Programs @FulbrightPrgrm  
Fulbright is serious work, esp when studying comedy. :D #LawsandStyle (#GangnamStyle) from Jesse Appel in China. VIDEO: [ow.ly/ep1f18](#)

Similar to Fulbright Programs

- Boren Awards @BorenAwards
- College Counselors @CollegeCounselors

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# ...Wherever They Are



# Follow People Whose Careers You Admire



# Follow Me! @lindseypollak

The image shows a screenshot of Lindsey Pollak's Twitter profile. The profile header includes her name, handle @lindseypollak, and a bio: "Career & workplace expert, LinkedIn spokesperson, Author of Getting from College to Career, Chair of @SheetsFirst board, reader, mom New York City - <http://www.lindseypollak.com>". She has 6,344 tweets, 1,845 following, and 24,193 followers. The main content area displays a list of tweets, including links to LinkedIn tips, a Twitter chat announcement, and a webinar announcement. The left sidebar shows navigation options like Tweets, Following, Followers, Favorites, and Lists, along with a grid of photos and a 'Who to follow' section.

**Tweets**

Following

Followers

Favorites

Lists

**Lindsey Pollak**  
@lindseypollak  
Career & workplace expert, LinkedIn spokesperson, Author of Getting from College to Career, Chair of @SheetsFirst board, reader, mom New York City - <http://www.lindseypollak.com>

6,344 Tweets   1,845 FOLLOWING   24,193 FOLLOWERS

**Tweets**

**Lindsey Pollak** @lindseypollak  
Want a Job? Here Are 6 LinkedIn Tips - Forbes [buff.ly/1W2w9rF](http://buff.ly/1W2w9rF)  
View summary

**Lindsey Pollak** @lindseypollak  
Millennials: Join me & #u303pro for a Twitter chat about career tips for 2013 on Feb. 7 at 8 p.m. ET. Use #mytomorrow #agon  
Expand

**Lindsey Pollak** @lindseypollak  
@TinaSharkey Thanks for the nice tweet! Let me know when you are in NYC  
View conversation

**Lindsey Pollak** @lindseypollak  
Next week, join me on my webinar for top tips to advise students on how to use #LinkedIn on [buff.ly/1Dty4](http://buff.ly/1Dty4) Please retweet!  
Expand

**Lindsey Pollak** @lindseypollak  
9 Must-Haves to Get Hired: Do You Have What it Takes? Great article by @lindalecano on @LinkedIn [buff.ly/1VR0wng](http://buff.ly/1VR0wng)  
Expand

**Lindsey Pollak** @lindseypollak  
I love lists: The Big List Of 100 Tools, Tips And Tricks To Work More Efficiently Online [buff.ly/1Wp7oW](http://buff.ly/1Wp7oW)  
Expand

**Who to follow** - Refresh - View all

**Neil Patrick Harris** @RealNeilPatt...  
Followed by Janel O'Connor and ...  
Follow

**Adrienne Tam** @RealAdrienneTam  
Follow

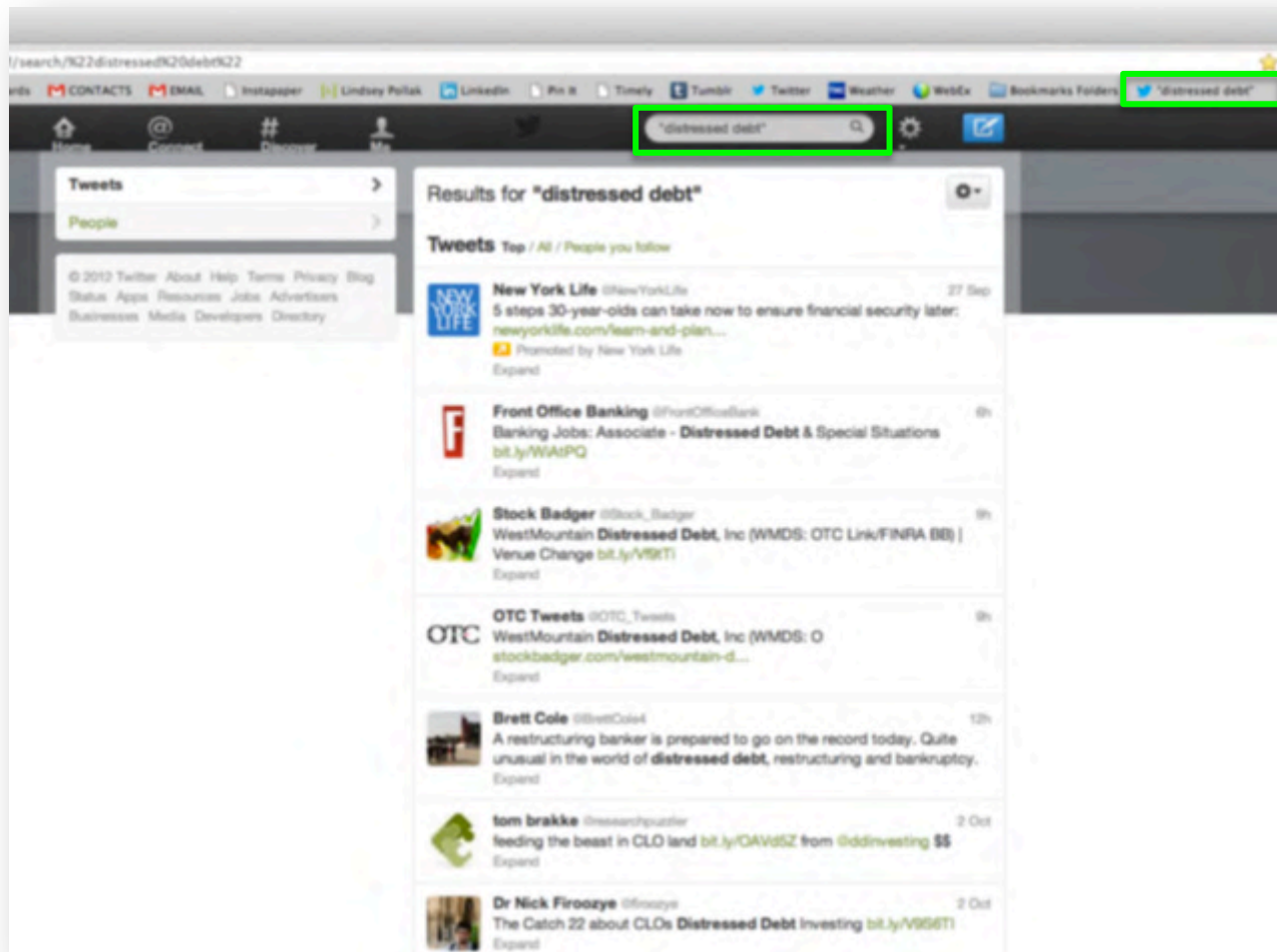
**NPR Politics** @NPRPolitics  
Followed by Claudine Melrose and ...  
Follow

Browse categories - Find friends

**Trends** - Change

National Signing Day  
#SigningDay  
#completing  
#3.0Day  
LJL  
#mexico  
#frees  
Bibi Marley  
Man Sain

# Follow and Bookmark Topics



Tip: Do Not Become a Stalker!



4.

# **NETWORK STRATEGICALLY**

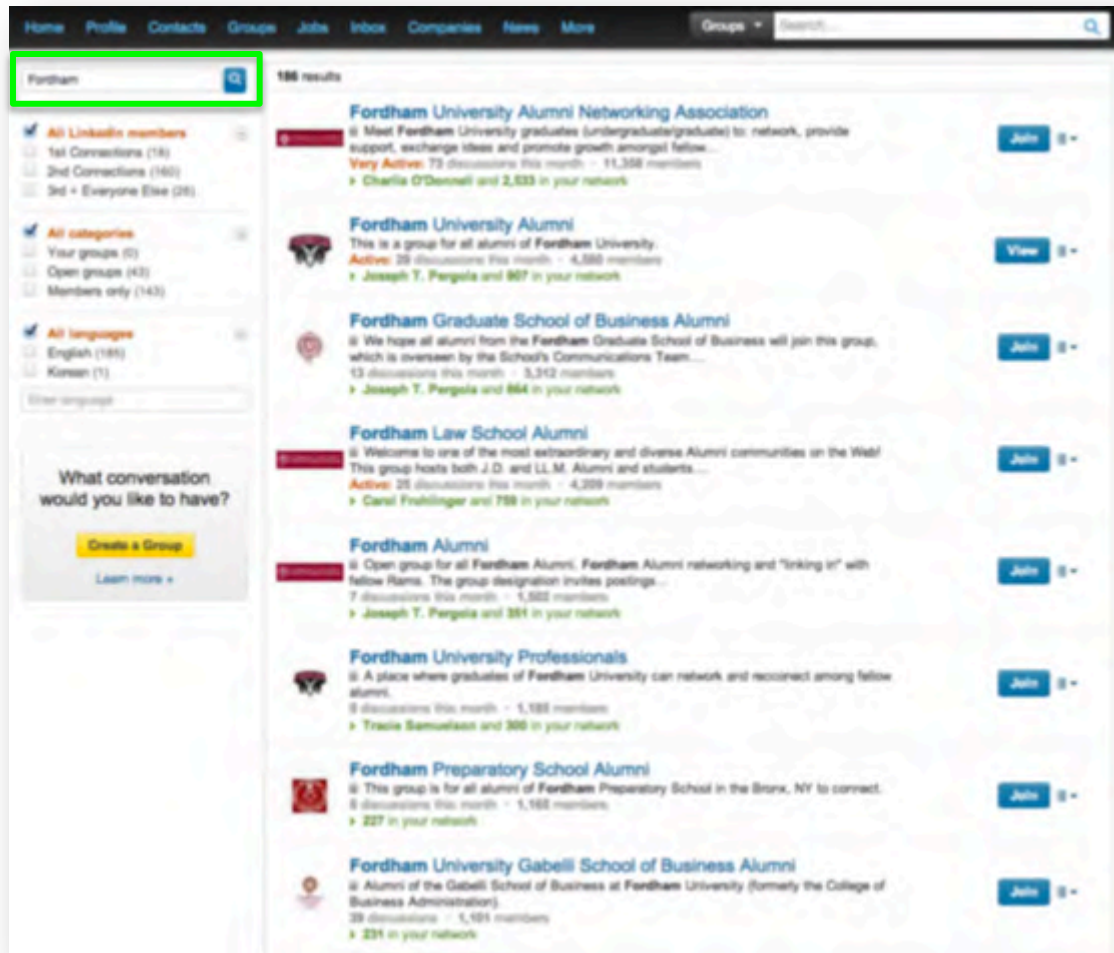
# a. Determine a Person's Social Media Engagement

This screenshot shows Sheryl Sandberg's Twitter profile. The header includes her name, a verified account, and a bio: "Facebook, mother of it, wife of someone gay, friend to many great women". It also shows 7 tweets, 4 following, and 28,204 followers. The main content area displays a list of tweets, including one about Facebook's Organ Donor status and another about a Q&A session with Oprah Winfrey.

This screenshot shows Sheryl Sandberg's LinkedIn profile. Her current role is "Chief Operating Officer at Facebook" in the San Francisco Bay Area. Her previous roles include "Google, Treasury Department" and "Harvard Business School". The profile lists 155 connections and provides a link to her public profile. The "Experience" section details her roles at Facebook (March 2008 - Present), Google (November 2001 - March 2008), and the Treasury Department (1984 - 1991). The "Education" section lists Harvard Business School (1993 - 1995) and Harvard University (BA, Economics, 1987 - 1991).



## b. Join LinkedIn Groups



The screenshot shows the LinkedIn search interface with the search bar containing the word "Fordham". The search results display a list of 186 groups related to Fordham University. The left sidebar shows navigation options like "All LinkedIn members", "1st Connections (18)", "2nd Connections (160)", "3rd + Everyone Else (28)", "All categories", "Your groups (0)", "Open groups (43)", "Members only (143)", and "All languages". A section titled "What conversation would you like to have?" includes a "Create a Group" button and a "Learn more" link.

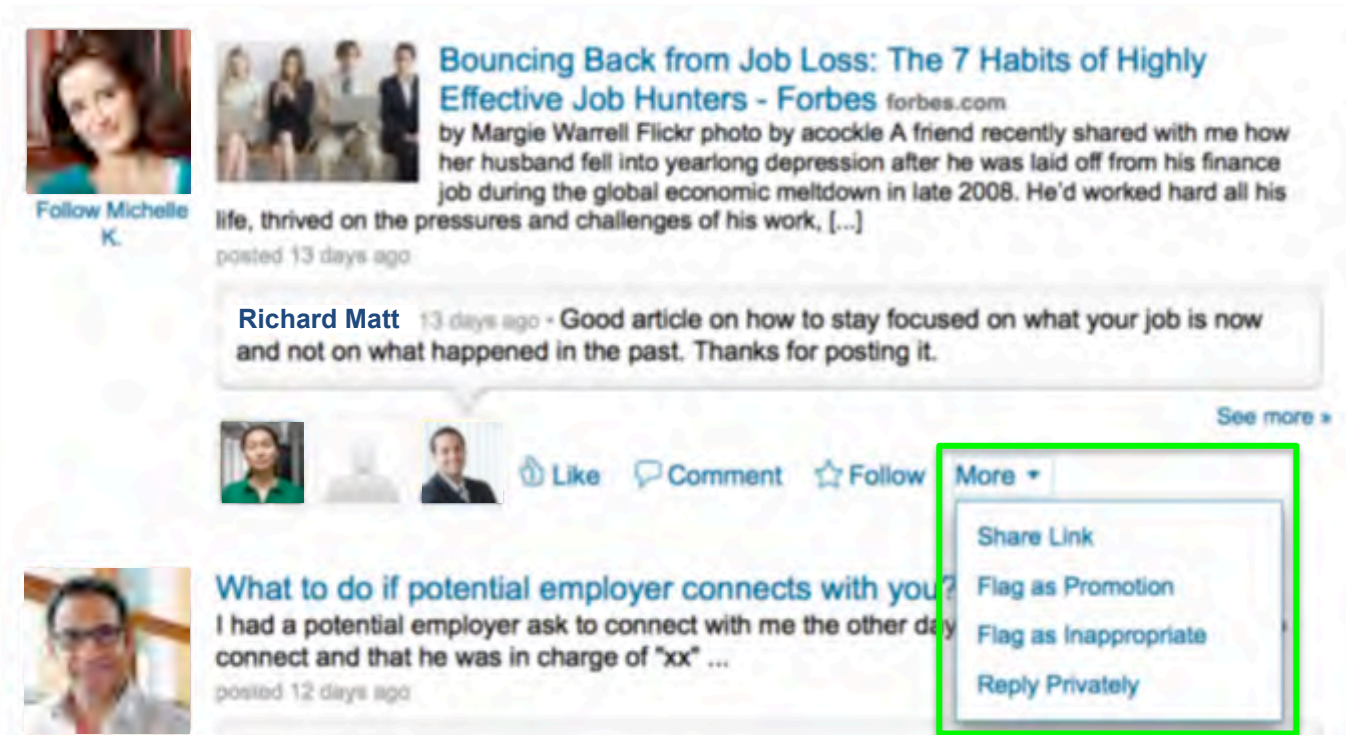
Home Profile Contacts Groups Jobs Inbox Companies News More

Groups Search

Fordham 186 results

- Fordham University Alumni Networking Association**  
Meet Fordham University graduates (undergraduate/graduate) to network, provide support, exchange ideas and promote growth amongst fellow...  
Very Active: 72 discussions this month - 11,358 members  
Charla O'Donnell and 2,533 in your network [Join](#)
- Fordham University Alumni**  
This is a group for all alumni of Fordham University.  
Active: 29 discussions this month - 4,580 members  
Joseph T. Pergola and 907 in your network [View](#)
- Fordham Graduate School of Business Alumni**  
We hope all alumni from the Fordham Graduate School of Business will join this group, which is overseen by the School's Communications Team...  
13 discussions this month - 3,312 members  
Joseph T. Pergola and 864 in your network [Join](#)
- Fordham Law School Alumni**  
Welcome to one of the most extraordinary and diverse Alumni communities on the Web! This group hosts both J.D. and LL.M. Alumni and students...  
Active: 26 discussions this month - 4,209 members  
Carol Frohlinger and 758 in your network [Join](#)
- Fordham Alumni**  
Open group for all Fordham Alumni. Fordham Alumni networking and "linking in" with fellow Rams. The group designation invites postings...  
7 discussions this month - 1,582 members  
Joseph T. Pergola and 381 in your network [Join](#)
- Fordham University Professionals**  
A place where graduates of Fordham University can network and reconnect among fellow alumni.  
8 discussions this month - 1,188 members  
Tracie Samuelson and 300 in your network [Join](#)
- Fordham Preparatory School Alumni**  
This group is for all alumni of Fordham Preparatory School in the Bronx, NY to connect.  
8 discussions this month - 1,168 members  
227 in your network [Join](#)
- Fordham University Gabelli School of Business Alumni**  
Alumni of the Gabelli School of Business at Fordham University (formerly the College of Business Administration).  
28 discussions this month - 1,101 members  
231 in your network [Join](#)

# Tip: Turn LinkedIn Group Discussions Into One-on-One Networking Opportunities



The image shows a screenshot of a LinkedIn group discussion. The main post is titled "Bouncing Back from Job Loss: The 7 Habits of Highly Effective Job Hunters - Forbes" and is shared by Michelle K. The post includes a link to the article and a comment from Richard Matt. Below the post, there are interaction options: Like, Comment, Follow, and a highlighted "More" menu. The "More" menu is open, showing options: Share Link, Flag as Promotion, Flag as Inappropriate, and Reply Privately. The "More" menu is highlighted with a green border.

**Bouncing Back from Job Loss: The 7 Habits of Highly Effective Job Hunters - Forbes** forbes.com  
by Margie Warrell Flickr photo by acockle A friend recently shared with me how her husband fell into yearlong depression after he was laid off from his finance job during the global economic meltdown in late 2008. He'd worked hard all his life, thrived on the pressures and challenges of his work, [...]  
posted 13 days ago

**Richard Matt** 13 days ago - Good article on how to stay focused on what your job is now and not on what happened in the past. Thanks for posting it.

Like Comment Follow More +

Share Link  
Flag as Promotion  
Flag as Inappropriate  
Reply Privately

**What to do if potential employer connects with you?**  
I had a potential employer ask to connect with me the other day and that he was in charge of "xx" ...  
posted 12 days ago

**Reply Privately** X

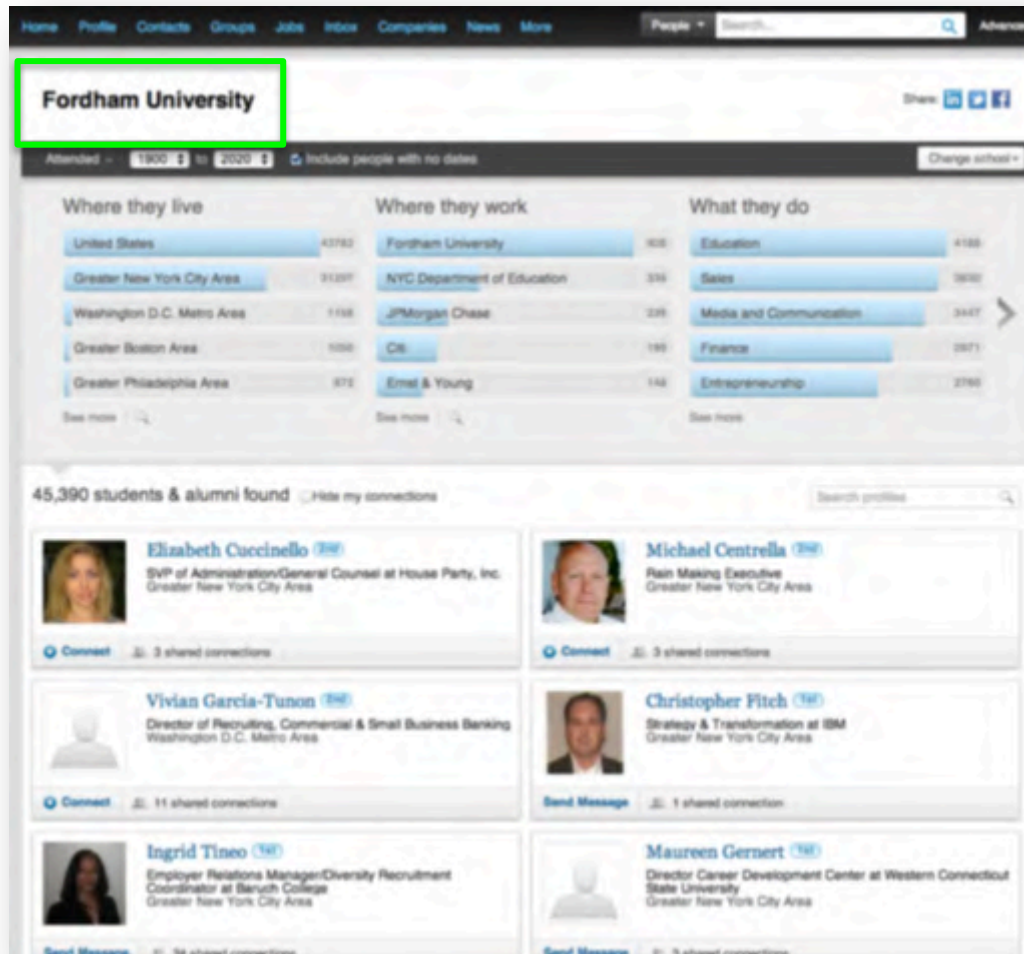
**To:** Michelle K.

**Subject:** RE: Bouncing Back from Job Loss

Michelle,  
Thanks for posting such an interesting article. I noticed on your profile that you are a Gabelli alum who works at Citi, where I would love to intern this summer. Would you be open to a brief phone chat to share some advice? I would be very grateful for a few minutes of your time.

**Send Message** or **Cancel**

# c. Tap Into LinkedIn.com/Alumni



The screenshot shows the LinkedIn Alumni page for Fordham University. The page is divided into several sections:

- Header:** Navigation links (Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, More), a search bar, and a "People" dropdown.
- Section Header:** "Fordham University" is highlighted with a green box. Below it are filters for "Attended" (1900 to 2020) and "Include people with no dates".
- Where they live:** A bar chart showing the geographic distribution of alumni. The top categories are United States (43762), Greater New York City Area (21207), Washington D.C. Metro Area (1168), Greater Boston Area (608), and Greater Philadelphia Area (372).
- Where they work:** A bar chart showing the top employers of alumni. The top categories are Fordham University (408), NYC Department of Education (334), JPMorgan Chase (226), CB (190), and Email & Young (174).
- What they do:** A bar chart showing the top industries of alumni. The top categories are Education (4188), Sales (3632), Media and Communication (3447), Finance (2871), and Entrepreneurship (2760).
- Alumni List:** A section titled "45,390 students & alumni found" with a search bar. It displays a grid of alumni profiles, each with a profile picture, name, current role, location, and connection options (Connect or Send Message).


Where they live	Where they work	What they do
United States: 43762	Fordham University: 408	Education: 4188
Greater New York City Area: 21207	NYC Department of Education: 334	Sales: 3632
Washington D.C. Metro Area: 1168	JPMorgan Chase: 226	Media and Communication: 3447
Greater Boston Area: 608	CB: 190	Finance: 2871
Greater Philadelphia Area: 372	Email & Young: 174	Entrepreneurship: 2760

Alumni Profile	Role	Location	Connections
Elizabeth Cuccinello	SVP of Administration/General Counsel at House Party, Inc.	Greater New York City Area	3 shared connections
Michael Centrella	Rain Making Executive	Greater New York City Area	3 shared connections
Vivian Garcia-Tunon	Director of Recruiting, Commercial & Small Business Banking	Washington D.C. Metro Area	11 shared connections
Christopher Fitch	Strategy & Transformation at IBM	Greater New York City Area	1 shared connection
Ingrid Tineo	Employer Relations Manager/Diversity Recruitment Coordinator at Baruch College	Greater New York City Area	24 shared connections
Maureen Gernert	Director Career Development Center at Western Connecticut State University	Greater New York City Area	3 shared connections

Live Demo:  
LinkedIn Alumni Tool

<http://www.linkedin.com/alumni>

## d. Use Proper Social Media Etiquette



 **Invite John to connect on LinkedIn**

How do you know John?

Colleague

Classmate

We've done business together

Friend

Other

I don't know John

**Include a personal note:** (optional)

I'd like to add you to my professional network on LinkedIn.

- Lindsey Pollak

**Important:** Only invite people you know well and who know you. [Find out why.](#)

or



## Invite **John** to connect on LinkedIn

### How do you know John?

- Colleague
- Classmate

Choose school... 

- We've done business together
- Friend
- Other
- I don't know John

### Include a personal note: (optional)

John,

I am a junior at the Gabelli School and came across your profile. I admire your HR career path. I'm hoping to get a job after graduation as an HR manager and am seeking advice. Would you be willing to connect on LinkedIn and perhaps share some advice by email or phone?

Thank you,  
Lindsey

**Important:** Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or Cancel

Tip: Give Up When Necessary





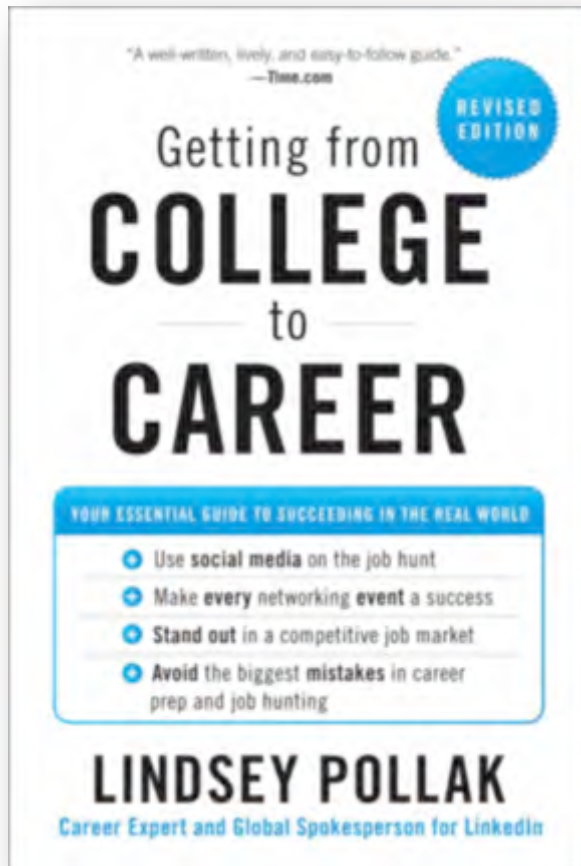
# Review

1. Learn the Landscape
2. Build a Professional Online Image
3. Enhance Your Expertise
4. Network Strategically
5. Q&A

5.

**Q&A**

# Thank you



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lindsey@lindseypollak.com  
www.lindseypollak.com

