

7 Secrets to Getting Your Next Job Using Social Media

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Between current economic conditions and the technological evolution of the Internet, the traditional approach most job seekers have taken in the past is no longer viable.

The approach — developing a resume and cover letter, locating jobs on and submitting your resume to corporate sites and job banks, and crossing your fingers in hopes of receiving a call from a hiring manager — is, for the most part, a thing of the past. The new approach is far different. It boils down to the fact that there are fewer jobs available, more competition for those jobs and more touch points for recruiters and seekers to interact.

The current environment

In 2008, there were 1.2 million job losses, unemployment is currently at 6.5%, and the largest companies are shedding as much as 10% of their workforces. There will be 1.5 million college graduates this year, yet the job growth rate is at a six year low, at 1.3%! The amount of jobs posted online is decreasing at over 13%, which has all led to the ratio of 3.3 job seekers per each job.

Social networks are starting to become part of the criteria that both hiring managers and college admissions officers are using to weed out applicants. One in five hiring managers conduct background checks using social networks (primarily Facebook), while one in ten college admissions officers do the same.

It's time for you to be open-minded and think differently about how you're going to get your next job and keep it. I'm not saying you shouldn't submit your resume to job banks, corporate websites, vertical job agents (Simply Hired/Indeed) or attend job fairs, but these should only consume 10% of your time. The other 90% should be concentrated on the following seven social media secrets, which will not only get you a job, but help you create your own dream job!

1. Conduct a people search instead of a job search

The majority of jobs aren't posted online. Hiring managers get a list of employee referral candidates before they even bother to view resumes from those who submit them online. Sometimes the listed jobs aren't available or never existed in the first place. Many studies have noted that 80% of jobs are taken through networking, but few have sought to use the web to search and locate people they would actually enjoy working for at companies that they get excited about.

The 3-step people search:

1. Identify the top five companies that you would like to work for.

Use a focused approach instead of flooding thousands of inboxes with spam. You want to brand yourself, not just as the person of best fit for a job, but as someone who is eager and ecstatic to work for the company.

The image shows a screenshot of the Wink People Search website. At the top, the logo "wink People Search" is displayed. Below the logo are three search options: "People Search", "Email Search", and "Phone Number Search". The main search form has three input fields: "Name:" (with a placeholder "First name, last name, user nam"), "Location:" (with a placeholder "City, state, province, country, zip"), and "Other:" (with a placeholder "Interests, School, Music, TV, Mc"). A green "Search" button is to the right of these fields. Below the search form is a "Refine search:" section with several filter options: Personal, Interests, Groups, School, Career, Tags, and Distance. Below the search form, the profile of Adam Ostrow is shown. His name "Adam Ostrow" is at the top left, and "living in Washington D.C. Metro Area" is below it. To the right of his name are two buttons: "Is this you? Yes, it's me!" and "Or is this your friend? Yes". Below his name are five tabs: "Overview", "Work/School", "Activity", "Places (7)", "Friends (0)", and "Photos (1)". The "Overview" tab is selected. Below the tabs is a short bio: "I'm one of the creators of Qwizzy. I'm also Editor of the social networking news blog Mashable. In my free time I enjoy playing sports, watching truly mindless television and movies, and traveling. Feel free to ask me anything about the site, the Web, business, sports, current events, or whatever else is on your mind!". Below the bio is a "Tags:" section with three tags: "University of Maryland College Park", "Mashable", and "Editor". To the right of the profile is a vertical sidebar. It starts with a photo of Adam Ostrow and a "View All" button. Below the photo is an "Add as friend" button. Below that is the "About Adam" section, which includes fields for "Gender:", "Relationship status:", and "Birthday:".

2. Use search engines to track employees that currently work there.

There are over 130 million blogs in Technorati and you can search through them to possibly find someone who works at one of your top five companies. You can search through corporate groups, pages and people on Facebook. You can even do the same on Twitter. Then there are people search engines such as pipl, peek you, and wink. Once you find a contact name, try googling it to see if there is any additional information about that person.

3. Connect with the person directly.

Social media has broken down barriers, to a point where you can message someone you aren't friends with and don't have contact information for, without any hassles. Before you message a target employee, realize that they receive messages from people asking for jobs all the time and

that they might not want to be bothered on Facebook, where their true friends are. As long as you've done your homework on the company and them, tailor a message that states who you are and your interest, without asking for a job at first. Get to know them and then by the 3rd or 4th messages, ask if there is an available opportunity.

2. Use attraction-based marketing to get job offers

The traditional way of searching for a job was proactive, forcing you to start a job that you might not have enjoyed. The new approach is about building a powerful personal brand and attracting job opportunities directly into your doorstep. How do you do this? You become a content producer instead of just a consumer and the number one way to do that on the web is to launch a blog that centers around both your expertise and passions.

You need to be passionate to be committed to this project because it requires a lot of writing, creativity and consistency in order for it to actually help you. A blog is a non-intrusive, harmless and generous way of getting recruiters interested in your brand, without you even asking for a job! Make the recruiters fall in love with you and only send you opportunities that are related to your blog content, so you end up happy in the end.

This works a lot and is expected for new-age marketing jobs that require experience in social media and can even help you jump-start a new business off of your blog platform. By pulling recruiters into your world, you are able to impress them with what you want them to see and they can make a quick decision whether to hire you or not, without you hearing about rejection. Start a blog today using WordPress.com (for beginners) or install WordPress.org onto your own host (such as GoDaddy or Bluehost).

3. Be proactive on Twitter

Twitter has become the ultimate utility to connect directly with recruiters and employees at companies you want to work for. By conducting Twitter searches, following recruiters on your account and using the “@” sign to communicate with them on occasion, you will start to learn a lot about them and their companies.



Before you follow anyone on Twitter, you **HAVE TO** have a completed profile. This means, you should have a short bio, the location where you're from, a link to a site that recruiters can go to for more information (I recommend your blog or your LinkedIn profile) and an avatar of yourself

(not a clown or Homer Simpson please). This way, you stand a better chance of securing an opportunity or a relationship with people who care enough to read your profile.

Most people get jobs on Twitter by already having hundreds or thousands of followers. For example, I've heard of at least ten people getting a job by tweeting "just got laid off, looking for a job in finance" and then receiving a few direct messages with people who want to help them. Of course, these individuals had built trust, credibility and relationships with their followers over time, so they were more inclined to come to their rescue. You can do the same, just start right now!

4. Capitalize on LinkedIn



It's no surprise that LinkedIn has been extremely profitable and successful as of late. Recruiters are starting to use LinkedIn as the main place for sourcing candidates because it's free and the top professionals are on there. Many people don't use LinkedIn to the best of their ability and fail to complete their entire profile, such that it says "100% complete."

Just like any other search engine recruiters are using, keywords are extremely important. You want to fill out your entire profile, just like you would a resume, but include the same avatar you are using on Twitter (see above) and ensure that the summary section is complete. You'll also want to get at least one recommendation from a supervisor or friend, which will give you a "1" next to a "thumbs up" graphic when people search for you.

Then, you should import all your contacts from Outlook, Gmail, etc, so that you can start to build your network or grow your existing network. The more people you're connected to the better because you're only able to reach other people in your network (1st, 2nd & 3rd degrees) by having these connections. You may want to pay for a premium account, so you can contact other recruiters that may help you. Finally, you should conduct searches on there for jobs that you may be interested in and reach out to those individuals that may supply you with an interview or referral.

5. Advertise your brand using AdWords and Facebook Social Ads

Google AdWords is Google's advertising platform, which offers CPC (cost-per-click) and CPI (cost-per-impression) pricing for advertisements on Google and partner sites. Some of their partner sites are newspapers, radio and TV.



Before running your advertisement, you need a landing page. If you have a website or blog, then use the resume page within it to display through advertising. This works beautifully because recruiters can see that single resume page and notice all the other pages/options on your website, to get a better sense of your brand.

Here's how to create your ad:

1. **Title.** When you create your ad, label yourself as a specialist, expert or guru on the title tag. You might want to state the fact that it's your resume first.
2. **Description.** In the next two description tags, pull out your biggest achievements in 6 words or less and list your personal brand statement or a few descriptors.
3. **URL.** For your URL, don't use the URL for your resume page. Instead use *yourname.com* for personal branding purposes. Drop the "www" from the domain you want to promote because it's unnecessary.

Facebook Social Ads allow businesses and individuals to advertise using Facebook's news feed or left rail (will change to 2 ad spots on the right when the new interface swaps over). This program works similar to Google's but you can use a picture and it's more "word-of-mouth friendly" because ads travel through the news feed of friends.

Here's how to create your ad:

Advertise on Facebook

Get started in four easy steps.

1. Get Started

What do you want to advertise?

I have something on Facebook I want to advertise.

Continue

1. **Title.** What is the ad for? The title is the most important piece of your ad because it has the most “text” emphasis. I would say “I want to work for <insert company name>” or “Resume for <insert position type>.” Try and be as specific as you can.
2. **Picture.** Just like your Facebook picture, don’t use a picture that you wouldn’t want shown to your future employer. I would go for a professional yet personal picture.
3. **Description.** Don’t write your resume, but instead give the viewer a quick description of who you are, what you do and what job you want in 25 words.

Once you create your ad, either link it to your [Facebook page](#), [LinkedIn profile](#) or [blog/website](#). These ads are all about targeting a specific group that would care about your resume or hiring you for that matter. When you select your target audience, keep your major in mind, as well as the company and location.

6. Construct a video resume and upload it to YouTube

A search for “video resume” on YouTube will give you over 1,700 results. Many video resumes are good, while others are so amateur and rehearsed that they subtract from a given candidate’s marketing program. The key with a video resume is that very few people have actually created one, so they serve as a differentiator in the recruiting process.

A good video resume is short, describes the value you can contribute to a given position, explains why you’re the best person for the job and talks about your background in a story-like format. If you aren’t a person with an outgoing and lively personality, then don’t bother creating one. Since you’re filming yourself, don’t rush because you can always try it a hundred times before you upload the final version to YouTube.

7. Subscribe to blogs that have job listings

We all subscribe to blogs to receive information based on our interests, at least I hope. Over time we rely on these sources for information to keep us updated on what is happening in certain industries or different trends that are developing. In the past few years, the larger blogs have started to integrate job banks into their own websites, using software/hosting from companies such as Job-a-matic.

Blogs that have taken this approach include Guy Kawasaki's blog, GigaOM, and Jeremiah Owyang's Web Strategy Blog.



The screenshot shows the header of the JOBS.PROBLOGGER website. The logo features a stylized 'P' in a circle followed by the text 'JOBS.PROBLOGGER'. To the right, the word 'Po' is partially visible. Below the header is a section titled 'Latest jobs' with a list of job postings. Each listing includes a date, a job title, the employer, and a category.

Date	Job Title	Employer	Category
01/04	Architecture/Home Design and How to Bloggers	Home Design Find	Blog Networks
01/02	Instant Messaging Blogger	Brosix	Corporate/Business
01/01	Assistant Needed! \$12- \$16 Per Hour, Benefits	Axis Global	Blog Networks
12/29	Bargain/Fashion Shopper for Women's and Men's Fashion Blogs	Simply Good Media	Blog Networks
12/23	Personal Finance Bloggers Needed	CreditShout	Blog Networks
12/23	Get Paid to Write	Today.com	Blog Networks
12/23	Gadgetell Contributor	Dabbledoo Media	Blog Networks

Other blogs, such as Darren Rowse's Pro Blogger Blog offer blogging jobs, and Mashable has a job board highlighting jobs in social media and tech.

This targeting will save you from hours searching and help escort you to jobs that you'd actually want.

Integrate the traditional and social media approach



These seven secrets are extremely important in your next job search. The most successful job searches come from those who have already built up strong networks, both online and off. You need to integrate this new-age approach with the traditional approach you've already been using, in order to be consistent, so there are no surprises from the recruiter's perspective. They want the candidate they see on paper or online.

I would recommend that you use a link to your blog, LinkedIn profile and YouTube video resume on your traditional resume. You'll also want to link your existence on all social networks together. You need to be where recruiters are searching, as well as become a content producer so you can attract them directly to you. That is how you have a successful job search and stand out for years to come.
