Utilizing social media to stand out in your search for a job

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The world of social media...
Social Media Explained

Twitter  
I am eating a #donut

Facebook  
I like donuts

Foursquare  
This is where I eat donuts

Instagram  
Here's a vintage photo of my donut

YouTube  
Watch me eating a donut

LinkedIn  
My skills include donut eating

Pinterest  
Here's a donut recipe

Last.fm  
Now listening to “donuts”

Google+  
I am a Google employee who eats donuts

Please reshare!  JeffHester.net
Personal branding

- Not a new concept
- How do you balance personal and professional?
- How do you transition student to employee?
Your brand...

- Should represent your values, skills, & uniqueness
- Social media provides you with an opportunity to build a positive image because you control it!
LinkedIn = Your new bff

- This may soon replace your resume...
- Keywords!!! (curriculum development, educational climate, lesson planning, classroom management)
- Join relevant groups & participate
- Network
Your LinkedIn Profile

- Use your tagline space to market yourself
- Keep your summary short & sweet
Virtual networking...
What about all of the other social media?

Organizations are not just using LinkedIn to find talent and search applicants...they are using Facebook and Twitter as well!

What’s on your profile...
What not to do…
Your name will be searched...

- What will they find?
- Use privacy settings
- Have accounts on multiple platforms
- Check your friends’ posts

Social Media Overlap
Content strategy

- RESOURCES!!!!
- You are what you post...
- Post parts of your resume
- Share articles & quotes
- Follow companies you are interested in working for
- Use bio space to promote your professional goals
What’s next…

- Branding to transparency
- Be Yourself!!
Video links

- The Social Media Revolution
  https://www.youtube.com/watch?v=QUCfFccchw1w

- Ellen is on your facebook!
  https://www.youtube.com/watch?v=omii-GbYNZ4
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