

Did you know that **52%** of employers look up job applicants online? While most recruiters are looking for information that supports your qualifications, some are also checking social media to see if you have a professional online presence.

Online Branding

When you decide to use social media in your job search, your first step should be to check your online reputation. Our **Online Branding for Everyone** [handout](#) outlines how, or you can try out the free services from brandyourself.com.



Leveraging Social Media

Jobvite found that in 2015, **92%** of surveyed recruiters used social media to recruit applicants. That means regardless of the platform, social media can play an important role in your job search. If you're already on Facebook, Twitter, or another social network, you can use it in your job search and career development! Once you've checked your privacy settings and profile picture, you can:

- **Like and follow companies, professional associations, and key players in your field.** Learn more about your interests by reading posted articles, and find out about jobs and professional development opportunities.
- **Connect with colleagues in your field.** Look for Facebook groups related to what you're studying or what you would like to do. Search Twitter and Tumblr tags for your field, e.g. #EMT, #firefighter, and #EMS if you are in emergency medical services or #WyPol (Wyoming Politics) if you are interested in local politics and advocacy.
- **Post your thoughts.** Start a blog, post an essay that you're proud of, or live tweet events and conferences you attend. Writing about your field is a great way to start a conversation with others than can continue offline.
- **Choose networks tailored to your field.** Expanding into niche networks can be a great way to further your professional development. If you have an art or media portfolio you'd like to share publicly, consider networks like Instagram, YouTube, and Vimeo that help you showcase your work and connect to fellow creatives. If you're a programmer, consider a GitHub account, or if you're in finance or management, put your effort into a robust LinkedIn account supplemented with SlideShare. In any field, you can also set up a portfolio separate from social media – check out our **Online Portfolios** [handout](#) for tips and resources.
- **Keep it simple.** This may seem like a lot to take on, and for some people, it is. The Muse points out that “it's totally fine to not be on any other platforms besides LinkedIn.” If you aren't using a site frequently, deactivate or delete it to save you stress and prevent future employers from finding empty accounts.

Next Steps

Got the basics down, and ready to learn even more ways to use social media in your job search? Check out this article on TIME: time.com/3703752/45-social-media-job-search-tips/ and stop in to the Career Center. If you like one of those ideas, but are unsure where to start, we can help you strategize and meet your specific social media goals.