



# SOCIAL MEDIA & YOUR PROFESSIONAL BRAND

**Social media is more than social. In fact, social platforms can be a very effective way to build your brand and advance your career.**

Social media is a viable means for expanding your professional network and finding job openings. Studies are showing that an increasing number of people—one study says 48%—used social media platforms as a way to search for their current job.

Here are a few ways you can harness the power of social media to advance your career:



1

## CLEAN UP YOUR SEARCH RESULTS

Search your name periodically to see what comes up, especially in advance of submitting job applications. You can be sure that some prospective employers will. If you don't particularly like the search results, update your LinkedIn profile and other social media accounts regularly to raise their rank.

*Be sure to set privacy settings as appropriate!*

2

## GET THE WORD OUT

If you're job hunting, posting on social media is a good way to let people know. Something like this: ***"I'm currently looking for a job in public relations, either at an agency or in-house. Let me know if you know of anyone hiring."*** Including a link to your resume will make it easier for a potential referral source to understand the specifics of your background and advocate for you.

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Posting your job search on social media is risky if you're currently employed—there's always a chance that word will get to your current employer, which at minimum would create an awkward conversation with your boss!



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## JOIN INDUSTRY CONVERSATIONS

Twitter and LinkedIn are excellent tools to expand your network and build your professional brand. The first step is to find and connect with people in your field, including peers, local professionals and national thought leaders. This not only connects you with the individuals, it also helps you keep on top of—and contribute to—trends and hot topics.

*See our "Leveraging Your LinkedIn" handout for more tips!*

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## INSTAGRAM YOUR BRAND

Most of us use Instagram to share stories and follow friends. Using this platform professionally can add another layer to your brand and demonstrate a useful skill in social media. It's not a bad idea to create a professional-only profile and to use this account to research employers, follow companies and influencers, and generate a portfolio of career-related posts.

5

## USE HASHTAGS TO HEAR ABOUT JOBS

Many businesses post job openings on Twitter and LinkedIn. A good way to make sure you're aware of these opportunities is to find and follow job opening hashtags. Here are a few:

[#NowHiring](#)

[#Hiring](#)

[#TweetMyJobs](#)

[#JobSearch](#)

[#JobOpening](#)

[#JobHunt](#)

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## ADD SOCIAL PROFILE LINKS TO YOUR RESUME

An active, well-thought-out social media presence can help you professionally. The right content can provide prospective employers with a good sense of what kind of person you are. Because many employers search social media as part of the vetting process, making it easier by including links in your resume shows you have nothing to hide.