

# SOCIAL MEDIA SEARCH STRATEGIES

## **LinkedIn:**

Upload professional information instead of personal, along with samples of your work and a photo of yourself in professional attire to connect with other professionals. Make sure your profile is full of keywords and phrases to catch recruiters' attention. Join LinkedIn groups related to Moravian College, your professional interests and follow companies to hear about timely opportunities. Connect with those you know and want to know; don't be afraid to ask for introductions to helpful contacts. Get noticed further by posting relevant questions to your field and answering others. [www.linkedin.com](http://www.linkedin.com)

## **Tumblr:**

This blogging site can incorporate tons of visuals (photos and videos), which makes it attention grabbing. Display portfolio items, share career accomplishments, and post about topics pertaining to your field. Link to relevant content and connect with others to share similar interests, discuss ideas, and to network. Demonstrate your commitment to your field by following brands and thought leaders, along with re-blogging content of interest and adding your own comments to the discussion. [www.tumblr.com](http://www.tumblr.com)

## **Twitter:**

Find general job and internship advice and listings through hashtags (the number symbol) like #jobs, #recruiting, #interns, etc. You can narrow your search by using more specific hashtags such as #salesinterns or by college major for instance #biology. Including the phrase #tweetmyjobs in your search is also recommended. Plus, you can use [www.tweetmyjobs.com](http://www.tweetmyjobs.com) (like a job board but only containing listings from Twitter) to receive new job openings as they become available. [www.twitter.com](http://www.twitter.com)

## **YouTube:**

This video-sharing website is an excellent way to research employers (to learn more about their organization and services) as well as to better promote yourself. Consider uploading videos of your presentations, events and volunteer activities. Best of all, post a 30-60 second commercial of yourself speaking about your strengths, featured skills, experience, and career goals. [www.youtube.com](http://www.youtube.com)

## **Pinterest:**

Because it is a visual medium, Pinterest can provide a multi-dimensional representation of your two-dimensional resume. Create an entire board with pictures of the companies you've worked for, events you've organized or projects you've presented on, schools you've attended, places you've volunteered, and samples of your work. Utilize the text box given with each pin to describe the image, how it relates to your career and why it's important to you. [www.pinterest.com](http://www.pinterest.com)

## **Instagram:**

The fast, creative way to share yourself with the world via a 15-second video or photo. Similar to Pinterest, you want to select photos and videos that focus on what you offer to the job market. Think of it as a portfolio or journal of your skills and professional interests. Don't be afraid to get creative! [www.instagram.com](http://www.instagram.com)