Office of Alumni Career Management

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go.osu.edu/AlumniCareerManagement
Career Management

• Programs/Resources from OSUAA
  ▫ Web resources, webinars, programs, career fair, individual consulting (in-person and remotely).

• A lifelong process
  ▫ Assessment
  ▫ Exploration/Research
  ▫ Personal Branding
  ▫ Networking
  ▫ Job Search
  ▫ Professional Development
Using Social Media to Enhance your Job Search

Today’s Agenda:

- Social Media:
  - Definition
  - History

- Privacy and Ethics
  - Privacy
  - Ethics

- Social Media and the Job Search
  - Facts
  - Personal Branding

- Social Media Platforms
  - Facebook
  - Twitter
  - LinkedIn
What is Social Media?

• **Definition:**
  ▫ “Social media are Internet sites where people interact freely, sharing and discussing information about each other and their lives, using a multimedia mix of personal words, pictures, videos and audio...” (Curtis, 2013).

  ▫ Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network.

• **History:**
  ▫ Early online services, included Usenet, ARPANET, LISTSERV, and bulletin board services (BBS)

  ▫ World Wide Web housed such sites as Geocities

  ▫ [http://www.uncp.edu/home/acurtis/NewMedia/SocialMedia/SocialMediaHistory.html](http://www.uncp.edu/home/acurtis/NewMedia/SocialMedia/SocialMediaHistory.html)
Social Media: Privacy and Ethics

• Everything you do online is public by default, private by through deliberate effort

• Be sure to post only information you’re comfortable sharing

• Never badmouth a former colleague or co-worker on-line
• Use and monitor regularly the site privacy settings
Social Media and the Job Search Process

- Social media is a key player in the job search process today
- Offers job seekers the opportunity to learn about companies they’re interested in
- Connect with current and former employees
- Hear about job openings instantaneously
- Half of all job seekers are active on social networking sites on a daily basis
- More than a third of all employers utilize these sites in their hiring process
Social Media and the Job Search Process

• Personal Branding
  ▫ Is the process whereby people and their careers are marked as brands
  ▫ The goal is to differentiate yourself (the product) in the market so you can attain your objectives
    • Be specific and clearly define your goals and objectives
    • Conduct research
    • Assess your current state
    • Create your game plan
    • Manage your brand
Social Media Platforms

- The number of social media networks from which consumers can choose has exploded, and countless sites are adding social features, or integrations.

- While many sites such as Pinterest, one of the fastest growing, Glassdoor and Google+ are also used for job searching, we will focus on three:
  - Facebook
  - Twitter
  - LinkedIn
Social Media Platforms

• **Facebook**
  ▫ 300 million active users
  ▫ Networking
    • Connect with those in the know
  ▫ Status Updates
    • Let people know you you’re seeking opportunities
  ▫ Join groups
    • Actively participate in areas of interest
  ▫ Marketplace
    • Less traffic, more opportunities
    [https://apps.facebook.com/marketplace](https://apps.facebook.com/marketplace)
Social Media Platforms

• Twitter
  ▫ 200 million active users
  ▫ [http://www.twitjobsearch.com](http://www.twitjobsearch.com)
  ▫ Get targeted jobs sent to your twitter account
  ▫ Follow industry leaders on Twitter
  ▫ Establish yourself as an “expert” in your field
  ▫ Have a link to your online resume (tools like [VisualCV](http://www.visualcv.com) can help).
Social Media Platforms

- LinkedIn
  - 225 million active users...187,802 OSU alumni
  - Connect and join groups: The Ohio State University Buckeye Network
  - Get recommendations
  - Alumni Tool
  - Search job postings
  - learn.linkedin.com/training
Two ways to pose a question:

1. Join our LinkedIn group and pose a question The Ohio State Buckeye Network. http://go.osu.edu/BuckeyeNetwork

2. Email us at careers@ohiostatealumni.org.

go.osu.edu/AlumniCareerManagement