

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>

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 Pinterst, 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>

Social Media Platforms

- Twitter
 - 200 million active users
 - <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](#) 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

