Using Social Media to Grow Your Career

A presentation from the
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go.osu.edu/alumnicareermanagement
Your Career Management Team

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Career Management

• Programs/Resources
  ▫ Web resources, job board, webinars, programs, career fairs, individual career advising (in-person and remotely). Visit: go.osu.edu/alumnicareermanagement for more info.

• Career Changes
  ▫ Launching
  ▫ Transition
  ▫ Underemployment
  ▫ Unemployment
  ▫ Encore Career

• A Lifelong Process
  ▫ Assessment
  ▫ Exploration/Research
  ▫ Personal Branding
  ▫ Networking/Job Search
  ▫ Professional Development
Today’s Agenda

- Understanding the importance of a strong online presence
- Creating a professional LinkedIn profile
- Showcasing your expertise to your network
- Positive interaction with others
- Networking beyond LinkedIn
- Creating engaging content
Why is a strong online presence important?

• The average professional will have 15-20 jobs during their working life, spending an average of 2-3 years in each before moving on to a new role

• “Job security” has transitioned from employer-centric to network-centric

• Social media creates and supports your relevance – jobs, careers, and businesses are being created and driven by social media

• A robust online presence is the natural extension of your personal brand, and it is the best space to effectively communicate it to others in your network

Source: Jeff Bullas
Getting Started: Creating a Professional LinkedIn Profile

LinkedIn is the single, most-important professional networking tool you should be using. More than 300 million users log-in on a daily basis – the networking possibilities are endless.

To begin crafting your professional profile:

1. Check to be sure that any older accounts you have are either deactivated or are updated with your most current information
2. Personalize your profile with a good photo of you that is no more than 2 years old, and a unique background image
3. Create a headline that describes you and your brand (NOT your current position)
4. Fill out each section of the profile completely and with relevant information
5. Optimize your summary so that recruiters and hiring managers can easily locate you

Source: Foundation Inc.
What is optimization?

“Optimize” – using techniques and strategies for promoting brand awareness online

In order to optimize your social media profiles, you should include your current (and desired) job title and relevant skills as often as possible.

Doing this allows recruiters and hiring managers to locate you in their searches for new talent.

LinkedIn – Kioshana’s profile
LinkedIn CV
Next Steps: Showcase Your Expertise

- PARTICIPATE!
- Create original content to share with your network
- Share information on hot/trending topics in your industry, along with your own analysis
- Use hashtags to gain more traction and build greater exposure
- Comment with your (professional) thoughts and relevant information/advice on the posts of others
Interacting with others online

**Connection** - When establishing new connections, look for people who are within your area of specialization (though not necessarily in your industry). Try to make at least 5-10 new connections per week.

**Value** – Once you’ve made these connections, strengthen them by demonstrating your value. Share good information, engage in fruitful discussions, and offer help or advice wherever appropriate.

**Reciprocity** – Networking is about relationships. In order to be successful in the networking world, you should be sure that your relationships provide mutual benefit for everyone involved. Give as much (or more) than you take.
Thinking Beyond LinkedIn

- **Twitter**: Use for job searching, as well as to connect with other “Career Professionals”
- **Facebook**: Use for job/career groups, or to create your own “fan page” for others to follow
- **AlumniFire**: Connect with other Buckeyes for mentoring, general career advice and more
- **YouTube**: Second largest search engine in the world – great place to experiment with vlogging
- **Pinterest**: Create an online portfolio to share your content in one place
Thinking Beyond LinkedIn (Continued)

- **Tumblr**: Simple, clean blog platform – remember to always share accomplishments and follow brands or leaders to connect

- **MeetUp**: Great place to “meet” new and influential people with similar interests in your industry – use to create connections that easily convert to face to face meetings

- **Medium**: Free platform for publishing articles – be sure to share engaging content in order to make successful connections

- **Xing!**: “European response to LinkedIn” – critical for people considering relocation overseas, particularly to Germany, Switzerland, or the UK

- **Quora**: Use to showcase your expertise by answering questions and provide useful information to others
Creating Engaging Content

• Create content that focuses on your skills and expertise – talk about what you know!

• Share original and found content daily – that way people associate you with expertise in the field

• Keep up with trending topics in your field and be able to weigh in on them

• Be as professional as possible and remember to focus on providing quality information

• Promote yourself! Don’t shy away from including links or additional ways to contact you in your shares
Getting Noticed – Share Yourself!

- Once you have created some content, publish it and then share!
- Content can be re-used across several platforms at once (create once, share everywhere!)
- Caption your share with a question to boost engagement
- Comment when others share or interact with your postings to foster discussion
Questions?

To access our online resources, visit: u.osu.edu/alumnicareermanagement (Coach’s Corner blog & podcast)
go.osu.edu/alumnicareermanagement (office website)