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# Marketing Yourself through Social Media

## WHAT CAN SOCIAL MEDIA DO?

***Influence Others – Social Media can help you influence what happens when people “Google” your name.***

Social media makes it easier than ever before for people to:

- Research companies
- Connect with decision-makers; and
- Bring their resumes to life.

### ***Help Develop Your Personal Brand***

- Influence what comes to mind when people think of you and are reminded of you.

### ***Reduce “New Hire” Risks***

- Social media can help reduce the risk of hiring you by demonstrating your value as well as your ability to identify issues and create solutions.
- You can contribute to this “risk reduction” by writing and sharing short articles that demonstrate these skills on your Facebook page and other content-based social networks.

### ***Increase Visibility***

- Demonstrate your value to prospective employer and increase your visibility among professors, colleagues, professionals and others in a way that inspires them to consider you for opportunities about which you would not otherwise know.

### ***Increase Networking Opportunities***

- Network with prospective employers, classmates, colleagues from jobs and other peers.

## STAYING OUT OF TROUBLE WITH SOCIAL MEDIA

- Would you like to see your photo, comment, tweet, video or other social media updates on the front page of your local newspaper?

- Would a prospective employer be impressed, indifferent or offended by your photo, comment, tweet, video or social media update?
- Does your photo, comment, tweet, video or other social media update represent how you want others to think of you and remember you?

## THE POWER OF SOCIAL MEDIA

Updates Can Lead to Disciplinary Action or Worse...

Photos showing illegal activity (e.g. underage drinking) will not only limit your professional opportunities, they can also result in disciplinary and/or legal action against you.

### Example #1 of Social Media Gone Bad

Ashley Payne, a teacher in Georgia, was asked to resign from her job because of photographs that showed her drinking and an update that included an expletive. Ms. Payne was on vacation in Europe and some of her photographs included her visits to a brewery and a local pub. She is appealing this disciplinary action.



**Lesson:** You are a walking billboard for your profession, even when on vacation. If you wouldn't put it on the front page of your local newspaper, don't put it online.

*But I deleted that post!*

### ***What Do Your Social Media Updates Say About You?***

Negative social media updates may discourage potential employers from hiring you and cause influential people to question your ability to fit into their business culture.

### Example #2 of Social Media Gone Bad

Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.

3:17 AM Mar 18th from web

A college graduate was offered a job at Cisco. She sent a tweet saying that her "fatty paycheck" would come at the expense of "hating the work." A Cisco employee responded to her tweet, offering to pass her comments on the hiring manager. The college graduate lost the job before she ever got started.

**Lesson:** This event (aka the “Cisco Fatty”) shows how a tweet can have a major impact on your career.

## LEVERAGING THE POWER OF THE INTERNET AND SOCIAL MEDIA

- Use Google Alerts to monitor your industry and bring relevant information to your inbox.
- Create an engaging LinkedIn Profile.
- Create a Google Profile.
- Create an informative and engaging Twitter presence.
- Create a Facebook “Like” page for your professional brand.
- Build Your Personal Brand.
- Showcase Your Expertise.
- Expand Your Network.

### *Leveraging **LinkedIn***

- Upload a **professional** photo.
- Be descriptive in your title and use keywords.
- Include your professional mission statement and short professional profile in the “summary” section.
- Add leadership roles in various groups and activities to the “experience” section of your profile.
- Join LinkedIn Groups and monitor for opportunities to interact with potential employers by adding value to conversations that are relevant to your industry and areas of specialization.

### *Leveraging **Twitter***

- Meet and engage interesting people and prospective employers - <http://exectwets.com>
- Monitor Twitter discussions related to your industry or prospective employers - <http://search.twitter.com>; <http://tweepbeep.com>
- Demonstrate your ability to convert your educational background into value for prospective employers by sharing your insight and tips for advancing bottom-line business goals.

- Follow and connect with organizations like UNCFSP that provide research opportunities, funding and other resources to support your educational and career advancement.

## **Leveraging *Facebook***

- Create a professional “Like” page on Facebook using your full name to attract and engage professors, potential employers and fellow students.
- Connect your Twitter and Facebook page to leverage the information shared on both mediums.
- Use Facebook notes and Facebook discussions to increase your visibility as an emerging professional and your ability to add value to a prospective employer.
- Follow and connect with organizations like UNCFSP that provide research opportunities, funding and other resources to support your educational and career advancement.

## **ENSURING SOCIAL MEDIA SUCCESS**

- Be engaging
- Only share articles and videos from trusted sources
- Make thoughtful comments
- “Retweet” interesting tweets from people you follow
- Share interesting content from Facebook “friend.”
- Share original content that demonstrates your ability to identify issues and create solutions
- Remember, your online conversations have a meaningful and lasting impact on your personal brand and ultimately your career.