



Ready Reference D-28 Using Social Media for Job Search

Job Search through Social Media

Importance:

Studies have shown that 92% of companies are using social media for hiring and that three out of four hiring managers will search for a candidate's social media profile. Companies are wanting to speed up the hiring process. This is why virtual and phone interviews are becoming more common.

Social Media Platforms and How to Utilize Them

LinkedIn:

Job searching on LinkedIn is very simple and easy. If you don't know where you want to work, you can search in LinkedIn a specific job and it will list all of the postings for that job. For example, search "Industrial Engineer Internships" and it will pull up specific I.E. internships. You can also follow companies you want to work for and like and repost their posts for better engagement. This shows employers you're interested in their company when they go to your page.

TIP: Connect with hiring managers who interviewed you - send them a message with your "connection invitation" so they remember who you are from the interview.

Facebook/Meta:

Create a list of 5-10 companies you'd be interested in working for. Go to every company's page and see if they're hiring or have job postings. If they are hiring, research the company's profile to get a better feel for their work culture. Once you applied to a job listing, follow the company and don't be afraid to send the company a message, via Facebook messenger, stating what you applied for while including skills that fit the job description.

Twitter:

Follow companies and industries you are interested in. Follow any old classmates and co-workers you have. Tweet about a job or industry you would like to be a part of. Retweet articles and blogs regarding your industry that are exciting - example: Aerospace Engineer retweeting news about a new plane design. Don't be afraid to interact with your followers professionally. You want your profile to be a perfect example of professional you!

FYI - Some "job postings" on twitter can be scams; make sure to verify!

Instagram:

Instagram doesn't have any section where you can search for job postings or fill out an application for a job. However, since most companies have an Instagram page, follow the companies you are interested in. You can also interact with them by liking and commenting on their posts!

TIP: If you found a hiring manager or recruiter from a company you are interested in, try and find them on LinkedIn or other platforms first before reaching out to them in Instagram.

Instagram is more of a personal and private platform; most recruiters don't want to be contacted through Instagram.

Key Points and Things to Remember

Always research which company's you want to work for and remember to follow and interact with them to show how interested you are.

Always update your LinkedIn page with new skills and work experience you gather.

Remember, social media can often be the first impression a company/recruiter has of you. So keep all of your social media's professional and clean!