

**Staying on top of what is out there on you:**

Watch for things that are said, written about you

set up Google alerts – for your real name and any nicknames that you use.

<http://www.google.com/alerts>

Check –how many people have the same name

<http://howmanyofme.com>

Use Wikipedia carefully, they have a pretty good listing of resources

[http://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://en.wikipedia.org/wiki/List_of_social_networking_websites)

My favorite social media and networking sites:

**Twitter** real time, short messaging

**Facebook** -social networking

**LinkedIn** - social and considered B2B professional networking

**Emurse** - online resume program

**Google Profiles** – puts you in the search

## Twitter

### Designed for microblogging

Short messaging - 140 characters to share what's going on  
18 million ACTIVE users by the end of the year\*  
--research by eMarketer

If you want to use this as an effective job hunting tool

decide what name you are going to use and stick with it  
consider your audience and what information you want to receive and share  
find people you want to follow and see who they follow  
get really familiar with hashtags

Hashtags in twitter – hash symbol – character on the #3  
search.twitter.com  
pay attention to #followfriday or #ff

follow individuals/recruiters/companies  
get involved in Tweet ups – local meetings in your communities  
have messages sent to web-multiple web apps, your mobile device, RSS feeds

Integrate with RSS – really simple syndication <http://www.whatisrss.com/>

RSS is designed to bring web content TO you in what is considered a standardized format.

using Google Reader, I can follow a specific people on twitter, LinkedIN and FB and have it delivered right to G-Reader. There are many other programs to read RSS streams/feeds.

Mobile phones  
have tweets delivered to your phone at SMS msgs  
use an application like UberTwitter or Twitterberry for full version of twitter on your iPhone or blackberry

### Business leaders and executives online

Look at and follow executives online – <http://www.twexec.com/executives-on-twitter/>

Look for and follow GREAT people in your area/industry of interest –

check out [www.wefollow.com](http://www.wefollow.com)

**Make it personal and make an effort to CONNECT with Twitter people in person – phone, tweetups, locations**

Use an app on UberTwitter (BB application) called mylocation – shows where you are (sort of like Google Latitude)

People will tweet and ask if anyone wants to meet – using mylocation or just saying where they are.

### **Great people to follow on Twitter**

#### **Steve Boese**

Blogger on HR and technology, founder of the HR Happy Hour on blogtalkradio, avid twitter supporter and adjunct faculty at RIT –teaching in the HR Master’s program

Blogs at <http://steveboese.squarespace.com>

#### **Lisa Rosendahl –**

director of human resources at the VA Hospital in Minneapolis, blogger, a daughter who blogs and fast contributor to the online communities.

Blogs at <http://www.lisarosendahl.com/>

#### **Mark Stelzner**

Founder of JobAngels and owns an HR consulting firm. When not consulting, he is also a professional speaker. Blogs at [www.infexionadvisors.com](http://www.infexionadvisors.com)

Using Twitter for your job search

[www.twitterjobsearch.com](http://www.twitterjobsearch.com)

Ask A Manager

<http://askamanager.blogspot.com/>

## Facebook –

It is not the ideal venue for job searches or job seekers but it can be used effectively.

Facebook stats 300 million users

50% of users on online on a given day

Fastest growing demographic – 35+ years and older.

About 70% of Facebook users are outside the United States – global economy

You need to be intentional about:

Decide on privacy – are you going to keep your profile public?

Visibility – who can see what

Decide on posted materials – how much will you post?

Limit “friends”

your boss wants to friend you on facebook, consider a limited viewing

or refer to LinkedIn

Manage tagging

Manage Pages – things that you are a “FAN” of

Manage Groups that you are member of.

Pay close attention to privacy settings

Utilize your friends that you have

ask for referrals, ideas, information, assistance and contacts

I have access to a ton of job hunting resources and people

None of my friends have ever asked me for help via facebook

Consider two accounts.

One for your personal friends/family , one for your work – moniker or alias.

## Why LinkedIn?

48 million members 200 countries

Executives from all Fortune 500 companies are LI members

Use as a professional resource

Resume

Customized URL

Compatible with RSS feeds

Locate people & companies

search for jobs

show people who post the jobs PLUS you can sometimes see their full accounts (if available)

Recommend colleagues

And ask for recommendations

Participate

Ask for and offer advice in the Questions and Answers section

Join and create groups

Profile is up-to-date and professional

list work, list colleges, list organizations

find college alumni groups that you want to join

find employer alumni groups

find other 'like' communities that you want listed.

recruiting communities, jobangels,

Make sure to use the keywords and skills

Locate people

Locate companies

in Jobs, you can see companies in your network.

many companies have professional profiles that also lists current and former employees

you can also see what companies have jobs listed

**PAY ATTENTION TO THE TERMS OF SERVICE - terrific help/learn section - [learn.linkedin.com](http://learn.linkedin.com)**

## **Emurse**

One of my favorite sites for online resume storage

Store up to 10 resumes

Send resume directly to contacts

Tracks resume submissions

Reminders for thank you letters and follow up

Also if you blog, they have a badge for your blog/website

People can link to and review your resume.

## **People**

Bringing people into the equation

School resources

Career services

Alumni resources

Facebook friends

Look for ways to keep current and keep up the connections. You can integrate your Twitter feed into your Facebook status

LinkedIn connections

Connect with local people, places and groups

Twitter followers

## **Don't count out the Commercial sites**

Monster, Dice, Careerbuilder, Craigslist (some places it's free)

Consider federal government - [www.usajobs.gov](http://www.usajobs.gov)

Best aggregates available - <http://www.job-hunt.org/>

## State unemployment offices

Aren't the first place people check but most companies will advertise

MichiganWorks! In our state has a very robust job posting service.

Some companies are required to post

## Volunteering – great way to network

Volunteermatch.org

Gives you insight to the business, non-profit, with others

Taking pictures for humane society

## Personal HR/Tech blogs

Alltop.com – best list of blogs on the internet

About.com – great bloggers, career advice (Alison Doyle and Susan Heathfield)

## RSS feeds

Real Simple Syndication

Delivered through a number of products – recommend Google Reader

## Groups

Google

interface to the old usenet newsgroups (dejanews)

Yahoo Groups

## **So how do you stay on top of it all?**

Early adopted

Look at emerging technology

Google Voice - provides phone numbers

translates your voice mail and emails you the message

Google Wave

Too early to tell yet. (it is only at the invite stage)

RSS feeds

Use feeds to stay on top of the most important information

Pick the most important people/places you want to follow

Stay on top of your feeds, check them one/twice a day

Adapt as you go

And update too

Nothing worse than an outdated resume, phone number or email address

## **When you find a job, please**

Share

Your effective uses, strategies, resources

Help

Someone else who is looking, do what you can

Stay current

Keep your connections, resources and profile current

Don't stagnate