

Word of Mouse: Networking Trends and Strategies

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A little about me

- Experience in human resources
- Experience in technology
- JobAngels
- Social media & networking
- Community workshops
- Blogging

A little about you

- What you face
- What you need
- How to prepare
 - Written materials
 - Research
 - Virtual resources

Something about brand

- How the world sees you
 - At school
 - At home
 - At work
- Manage the perception
 - Virtually
 - Proactively

Technology

- Twitter
- Facebook
- LinkedIn
- Emurse
- Profiles
 - Google
 - Yahoo

- Twitter
 - Designed for micro blogging
 - Transitioned into mainstream
 - Job hunting tool
 - Integrate with RSS
 - Mobile phones
 - The numbers
 - Make it personal

Technology

- Facebook
 - Not the ideal venue for public job search
 - Decide on privacy
 - Manage tagging
 - Pay close attention to privacy settings
 - Limit who is a *friend*
 - Utilize your friends

- LinkedIn
 - Why link in?
 - Use as a professional resource
 - Locate people & companies
 - Recommend colleagues
 - And ask for recommendations
 - Participate
 - Pay attention to the TOS

- Emurse
 - Online resume/resource site
 - Store up to 10 resumes
 - Send resume directly to contacts
 - Add badge to your blog/website

- School resources
 - Career services
 - Alumni resources
- Facebook friends
- LinkedIn connections
- Twitter followers
- Emurse resources

Places

- Commercial sites
- Personal HR/Tech blogs
- RSS feeds
- Groups
 - Google
 - Yahoo

Effective uses

- Twitter
 - Two way street
- Facebook
 - Oversharing
 - Managing privacy
- LinkedIn
 - Terms of service
- Google

Managing it all

- Early adopted
 - Look at emerging technology
- RSS feeds
 - Pick the most important
- Adapt as you go
 - And update too

When you find a job

- Share
 - 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

Questions?