



SOCIAL MEDIA GUIDE

**HOW TO BE
PROFESSIONAL IN
YOUR JOB SEARCH**



**THE UNIVERSITY
OF GEORGIA
CAREER CENTER**



UGA Career Center



@UGACareerCenter



2014-2015 EDITION

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WHAT'S MY BRAND?

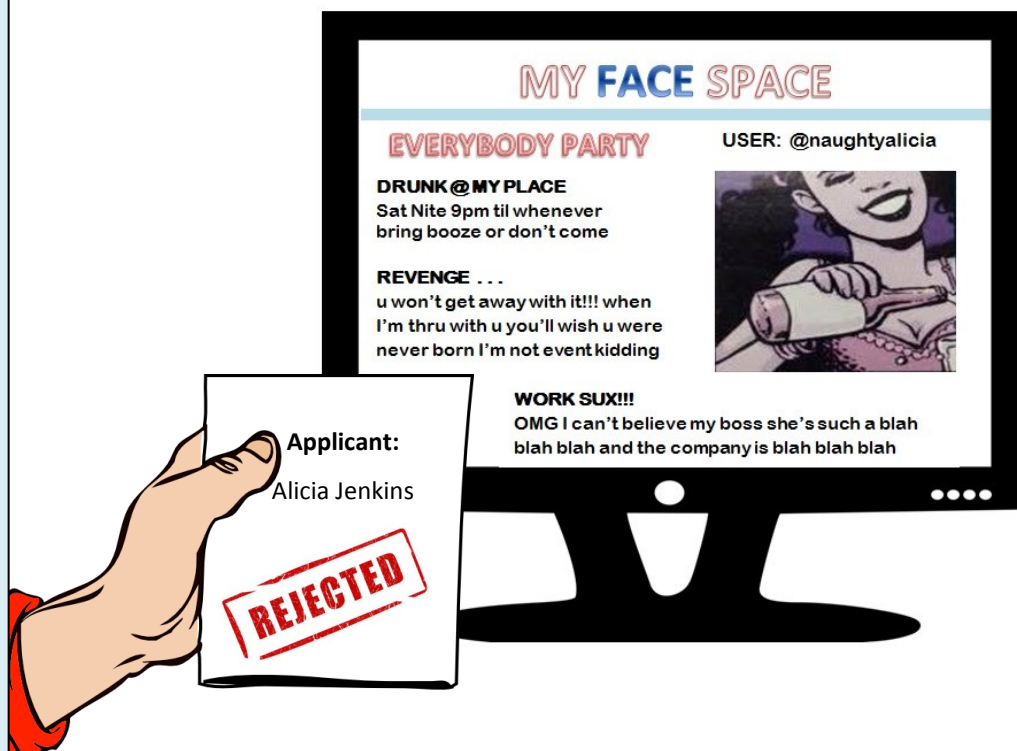
ASSESSING YOUR DIGITAL FOOTPRINT

WHO'S GOOGLING YOU?

When you're applying for an internship or a job, employers can and will search for information about you online. It is up to you to control what they find!



You don't have to be @NaughtyAlicia. Just as a bad social media presence can cost you a job opportunity, an outstanding personal brand online can also help you to get noticed and, potentially, help you to land your dream job. This guide will cover some specific tips for a variety of platforms, including Facebook, Twitter, and LinkedIn, and give you some tips on how to create a great personal brand. Along the way, you will also have the chance to assess your current social media presence and decide what changes you need to implement.



TIP: Google yourself - put your name in quotes (i.e. "John Smith") and hit search. How would you rate the results? You might want to also try Bing and Yahoo to see if your results differ.

Poor	Average	Good
Search results lead to items that reflect negatively on me, or there are no results that appear at all.	A few results appear for me (3-5), but they do not significantly contribute to my professional brand. Some results may connect to another person sharing the same name.	There are 5 or more positive results on the first page that correspond to my name and positively represent my professional brand.

Now, look at the results for Images, News, Videos, etc. Using the same scale, how would you rate yourself in these areas?

Poor	Average	Good
Search results lead to items that reflect negatively on me, or there are no results that appear at all.	A few results appear for me (3-5), but they do not significantly contribute to my professional brand. Some results may connect to another person sharing the same name.	There are 5 or more positive results on the first page that correspond to my name and positively represent my professional brand.

If there is anything bad that you found, schedule an appointment with your Career Consultant at the UGA Career Center and get advice on how to address the problem. Don't wait until the last minute – cleaning up your "digital dirt" can be a bit of a process!

LINKEDIN

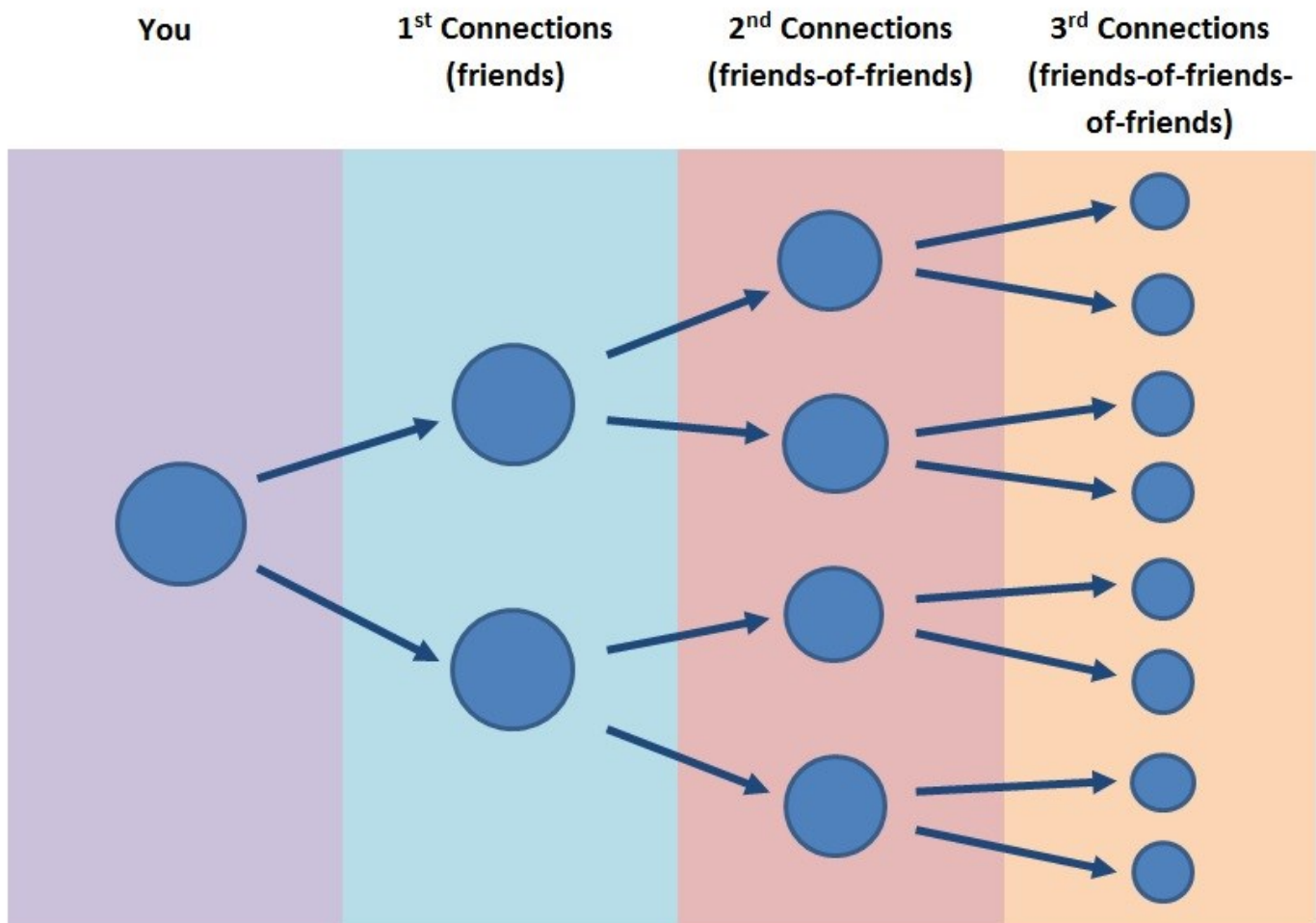
With over 300 million users worldwide, LinkedIn is one of the fastest-growing and most effective platforms for professional networking and job searching online. Designed to help you increase your visibility and build a professional brand, LinkedIn also offers resources that can help you cultivate a network, research career paths, apply for jobs and learn more about specific companies.

CREATING YOUR PROFILE

(See LinkedIn Profile Checklist on the next 2 pages)

NETWORKING

How It Works: The more connections you have, the more you will be able to leverage LinkedIn to support your career goals. LinkedIn works on the “6 Degrees of Separation” concept, except there are only three degrees on LinkedIn: 1st, 2nd, and 3rd level connections. The more connections you have, the larger your network of potential resources. This is particularly important because you can typically only message or view the profiles of individuals who are 1st level or 2nd level connections.





LinkedIn Profile Checklist

☐ **PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

☐ **HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

☐ **SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

☐ **EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

☐ **ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao, an Econ Major and Aspiring Financial Analyst. The profile includes a professional headshot, a clear headline, a detailed summary, a relevant work experience section with a photo of a presentation, and an organization section for Berkeley A Capella.

Profile Header: David Xiao, Econ Major and Aspiring Financial Analyst, San Francisco Bay Area | Financial Services. Previous: Berkeley Ventures, Education: University of California, Berkeley. 153 connections.

Background Section:

- Summary:** I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing? As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.
- Experience:**
 - Venture Capital Internship** (Berkeley Ventures, May 2013 – September 2013 (5 months) | Berkeley, CA): Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.
- Organizations:**
 - Berkeley A Capella** (Lead Singer, March 2012 – Present): Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

Continued >>

EDUCATION: Starting with college, list all the educational experiences you've had - including summer programs.

VOLUNTEER EXPERIENCE & CAUSES: Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

SKILLS & EXPERTISE: Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

HONORS & AWARDS: If you earned a prize in or out of school, don't be shy. Let the world know about it!

COURSES: List the classes that show off the skills and interests you're most excited about.

PROJECTS: Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

RECOMMENDATIONS: Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Education

University of California, Berkeley
Economics, B.A.
2010 - 2014 (expected)



Volunteer Experience & Causes

Big Buddy

Skyline High School

September 2012 - May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.



Skills & Expertise

Most endorsed for...

12 Economics

11 Start-ups

10 Due Diligence

10 Venture Capital

10 Management



Honors & Awards

The Achievement Award Program
UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.



Courses

University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (230A)



Projects

Venture Capital Financing in India

May 2013

For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



David Xiao

Econ Major and Aspiring Financial Anal...



Paul Smith

Student at UC Berkeley

Recommendations

Received (2) ▾

Venture Capital Internship
Berkeley Ventures



Tim Lee

Partner

David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

LINKEDIN

START CONNECTING

After creating a profile, begin connecting with friends and colleagues whom you already know. When inviting others to connect, try to customize your invitation as much as possible. The default message ("I'd like to add you to my professional network on LinkedIn.") is boring and generic. Instead, add a personal note mentioning how you met and why you would like to connect:

Hi Kelly,

We sat next to each other last semester in Finance class. I enjoyed working with you and I wanted to add you to my network. I use LinkedIn to keep track of my professional connections. Best of luck in your classes this semester!

Sincerely,

Rachel

When connecting with someone you have never met (or do not know very well), sending a customized message is even more important. Be sure to communicate your reason for reaching out so they understand the intent behind your invitation:

Dear Mr. Smith,

I am currently a senior biology major at UGA hoping to enter the medical research industry, and I noticed on your profile that you are also a UGA alumnus with experience in this field. I would love the opportunity to connect with you and learn more about your career path. Thanks!

Sincerely,

John Daniels

LINKEDIN

PEOPLE SEARCH

To begin exploring potential connections, use the “People Search” function on LinkedIn. The “Advanced People Search” function (shown below) is particularly helpful for locating professionals with specific qualifications:

Use a general keyword to find professionals who mention this word or phrase in their profile. Examples could include “marketing” or “veterinary research”

You can also search by job title, company, or school .

TIP: Quotations may be used to generate more accurate results (i.e. typing “University of Georgia” will prevent profiles with Georgia State University, Georgia Southern University, etc. from appearing in the results)

The screenshot displays the LinkedIn 'Advanced People Search' interface. On the left, a sidebar contains search filters: 'People' (selected), 'Jobs', 'Keywords', 'First Name', 'Last Name', 'Title', 'Company', 'School', 'Location', 'Country', and 'Postal Code'. The main area is titled 'Advanced People Search' and includes several filter sections: 'Relationship' with checkboxes for '1st Connections', '2nd Connections', 'Group Members', and '3rd + Everyone Else'; 'Location'; 'Current Company'; 'Industry'; 'Past Company'; 'School'; 'Profile Language'; and 'Nonprofit Interests'. At the bottom of the main area are 'Search' and 'Reset' buttons.

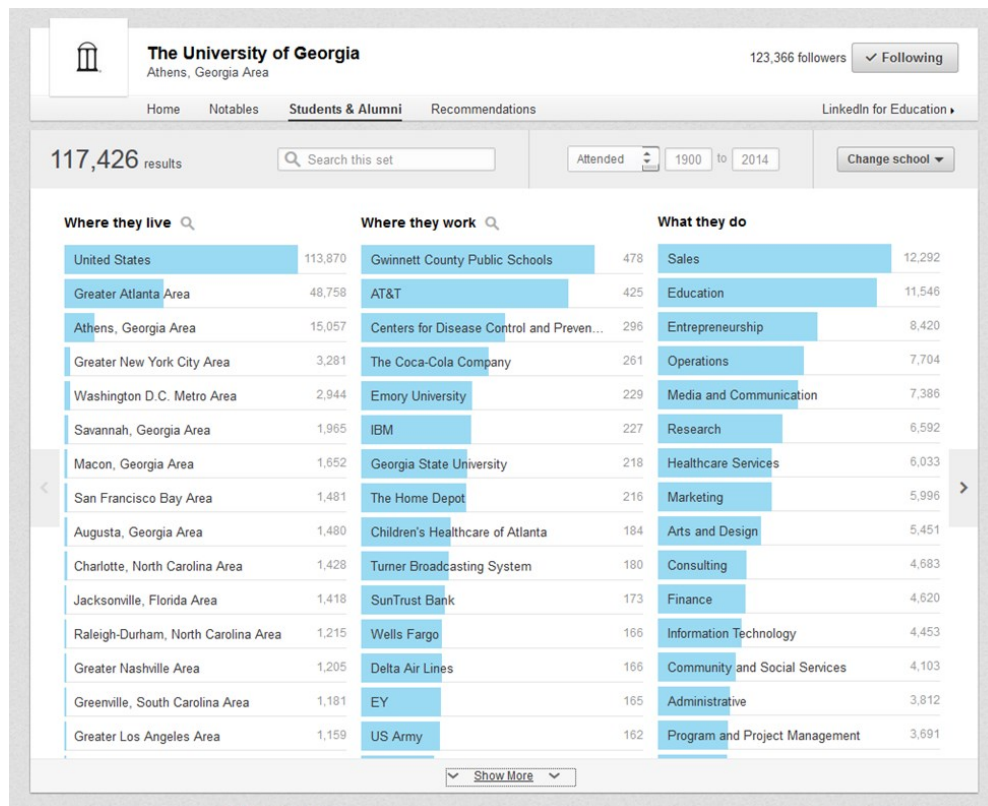


LinkedIn offers suggestions for potential new connections each time you log in – this list is found next to the Newsfeed under “People You May Know.” Visit this page periodically to quickly grow your network!

LINKEDIN

FIND ALUMNI

Looking for connections in a specific city or industry? Check out the “Find Alumni” feature, which is located under the “Connections” tab on the navigation bar. You can quickly click on the graph to filter alumni by location, company, industry, and more.



This resource is great for networking in an unfamiliar town or locating professionals in your area of interest!

The screenshot shows a LinkedIn search for 'Finance' with 8,981,752 results. The search bar includes a filter for 'Finance' and an 'Advanced' search option. Below the search bar, five profile cards are displayed, each with a profile picture, name, title, location, and a 'Connect' button. The profiles are for Gary W. Sergent, Sean Rogers, Ruben Muniz, Brad Wilkerson, and Joseph L. Caldwell.

Name	Title	Location	Connections
Gary W. Sergent	Director-Finance & Administration at The University of Georgia	Athens, Georgia Area • Higher Education	2 shared connections • Similar
Sean Rogers	Director of Finance and Administration - University of Georgia College of Veterinary Medicine	Athens, Georgia Area • Higher Education	1 shared connection • Similar
Ruben Muniz	Management Consultant at RGP	Jacksonville, Florida Area • Financial Services	1 shared connection • Similar
Brad Wilkerson	Director of Finance/Account Executive at Charis Finance	Greater Atlanta Area • Financial Services	5 shared connections • Similar
Joseph L. Caldwell, MBA, RN	Director of Finance at Athens Area Health Plan Select	Athens, Georgia Area • Insurance	1 shared connection • Similar

RESEARCH MAJORS AND CAREERS

If you want to learn more about a specific career, try searching for professionals who work in that field. Once you find some contacts with similar interests, you can review their profiles to understand their career path or send them a message to connect for an informational interview. Learning about the career paths of others is a great way to learn whether your goals are realistic and see what steps you might take to be successful!

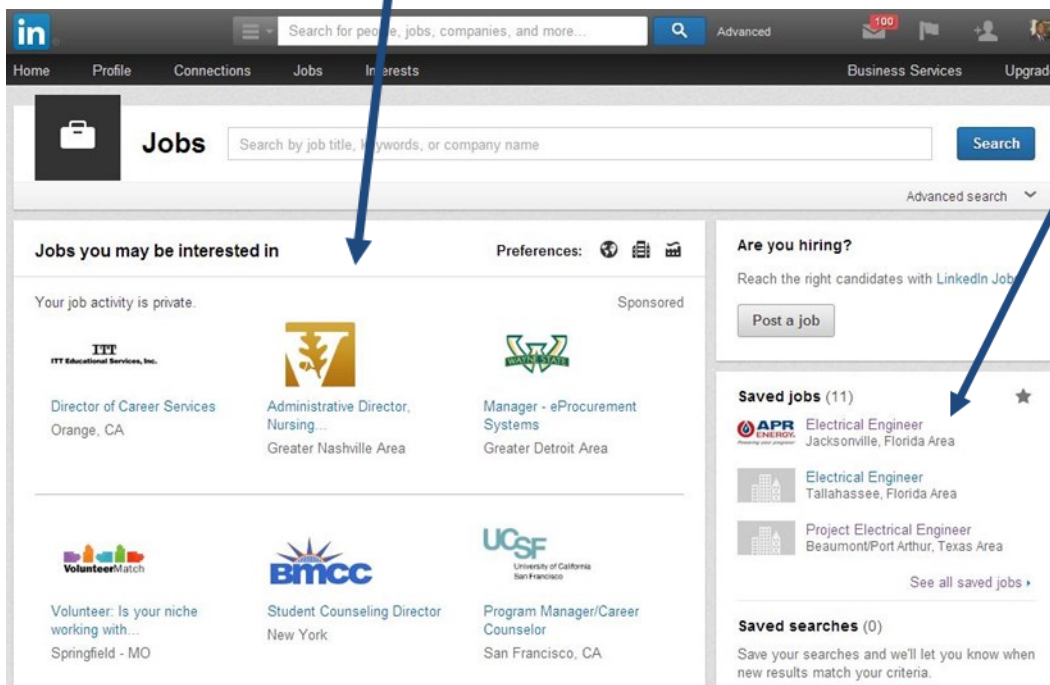
LINKEDIN

JOB SEARCHING

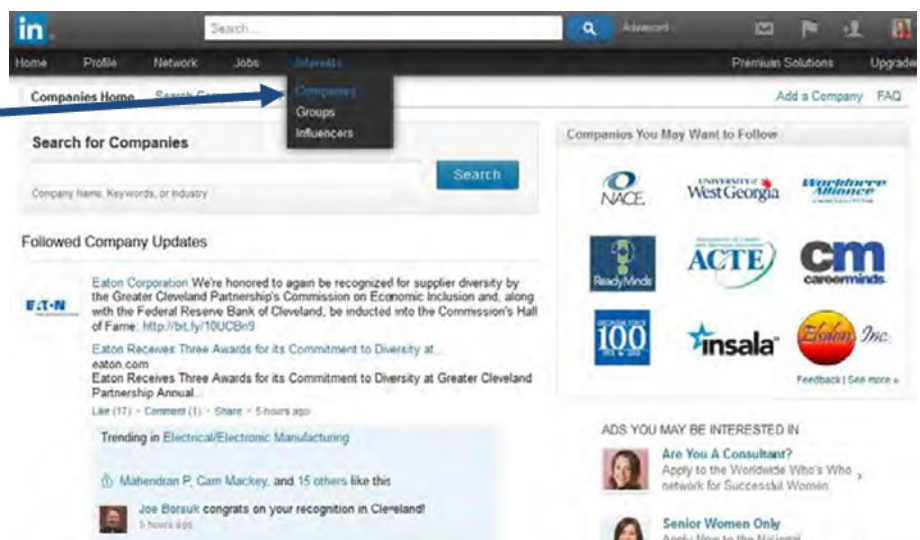
When you begin the job search process, there may be several ways that LinkedIn can support your efforts. For one, LinkedIn has a job board specifically geared toward students and recent graduates. The board can be found at <http://www.linkedin.com/studentjobs>, or by searching "LinkedIn Student Jobs" on Google.

LinkedIn will also suggest job opportunities to you, based upon the information in your profile.

Don't have time to apply for a job at the current moment? No problem. LinkedIn allows you to save jobs you can apply to later.



Additionally, you can conduct research on the company or the position to which you have applied. Search for people with a similar job title and review their profiles to learn more about their background and their position. Visit the "Companies" page – available on the navigation bar under "Interests" – and type in the name of your organization to see if any additional information appears. You may also be able to browse through a list of professionals affiliated with that company and review the information in their profiles.



LINKEDIN

GROUPS

Joining Groups is another quick way to build your network on LinkedIn. If you participate in Group conversations and contribute valuable input, you can enhance your professional brand. Your Group memberships should reflect the professional affiliations you have in real life. Examples might include:

- **The University of Georgia Alumni Association:** This group has over 26,000 members. You can go ahead and join as a student to begin networking with fellow Bulldogs!
- **Regional Alumni Groups:** Many metropolitan areas such as New York or Washington D.C. have their own UGA Alumni chapter on LinkedIn. This is a great way to branch out if you are hoping to move to another city.
- **Fraternity/Sorority or Other Organizations:** If you are part of a fraternity, sorority, or other student organization, check to see if there is an affiliated LinkedIn group. There may be both national and regional branches of your organization that you can incorporate into your network.
- **Professional Associations:** Find out what professional organizations may relate to your area of interest, and then see if that organization has a LinkedIn presence. If you are not sure what organizations are appropriate, look at the profiles of other professionals to learn more.



With over 26,000 members, the UGA Alumni Association is a great place to connect with fellow Bulldogs, even if you are still a student!

LINKEDIN

LinkedIn Case Study: Finding Alumni in a Specific Location

Sarah is a UGA student from Los Angeles, and she wants to know how many UGA alumni might be located in that area. As a marketing student, she is particularly interested in sales professionals.



Use the “Find Alumni” feature to filter out UGA graduates in the Los Angeles area who work in the sales field.

You can also search for related groups, such as a Los Angeles-area chapter of the UGA Alumni Association.

LinkedIn Case Study: Find Connections in a Specific Company

John is a junior philosophy major who would like to pursue a summer internship with the Dallas Cowboys. He found an internship job posting, but he wants as much information as possible in order to help make his application stand out from the crowd.



Begin by using “Advanced People Search” and entering “Dallas Cowboys” under the Company heading.

You may also consider adding “Intern” under the Job Title section or “University of Georgia” under School.

Send personalized connection invites to relevant professionals and follow-up later to request informational interviews.

LINKEDIN



LINKEDIN CHECKLIST

- ☐ I have created a LinkedIn profile, which appears when my name is entered into a search engine.
- ☐ My LinkedIn profile is 100% complete.
- ☐ My LinkedIn profile has a professional photograph (a headshot with only myself in the image).
- ☐ My LinkedIn profile has a professional heading that summarizes my job title, major, and/or professional aspirations.
- ☐ My profile contains a summary that outlines my professional aspirations and contains several specific keywords that describe my skill set.
- ☐ My current work history is displayed (with descriptions).
- ☐ My academic, community, and professional involvements are displayed (with descriptions).
- ☐ I have obtained 3-5 recommendations from professors, supervisors, co-workers, etc.
- ☐ I am a member of 3-5 groups that reflect my professional involvements and interests.
- ☐ I have added relevant multimedia to my profile, such as links to my blog, portfolio samples, or PowerPoint presentations.
- ☐ I have started adding contacts to my network and currently have at least 50 connections.
- ☐ I update my status on LinkedIn about once a week, sharing recent news or activities from my professional life.

HOW MANY OF THESE BOXES WERE YOU ABLE TO CHECK?

1-3 Needs Work:

You probably want to spend some time further developing your presence on LinkedIn. Begin by updating your profile and following some leaders in your industry.

4-6 Good:

You have a good start to developing a professional presence on LinkedIn, but there is still room for improvement. Review the checklist to determine next steps.

7-10 Networking Pro:

You have successfully developed your professional brand on LinkedIn. Keep up the good work and look for ways to leverage LinkedIn for growing your network!

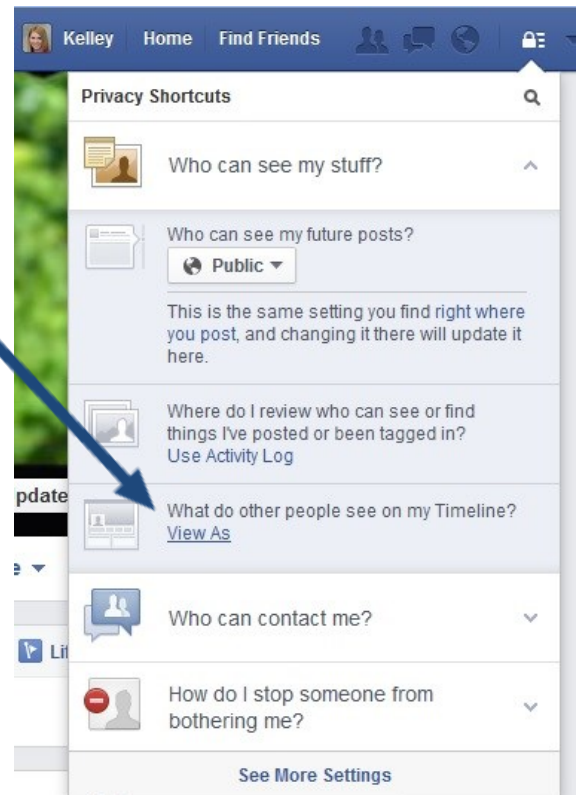
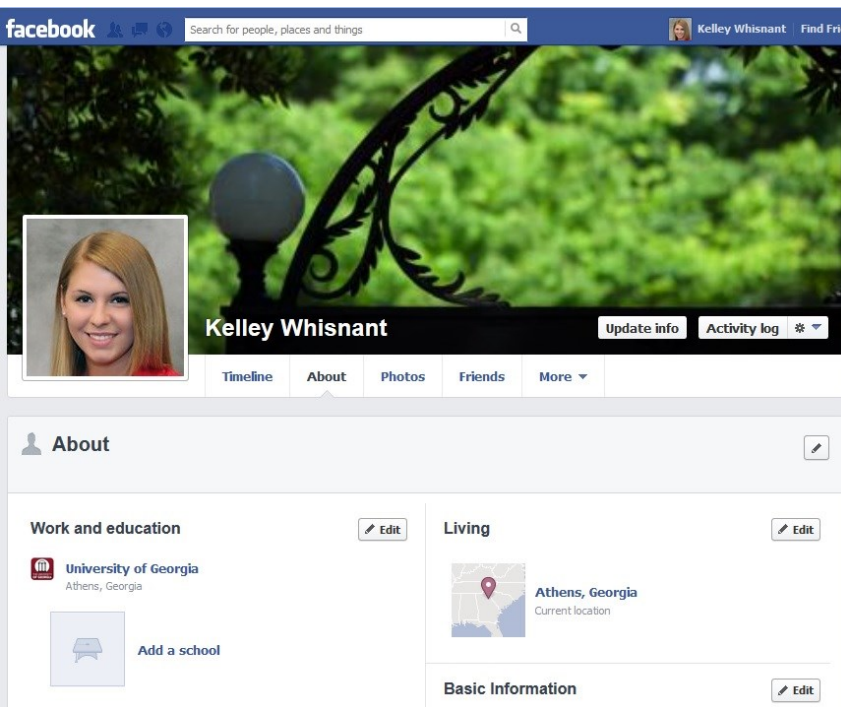
FACEBOOK

While many people primarily use Facebook to stay connected with family and friends, it can also be used to explore careers, network professionally, and aid in your job search. If you decide to use Facebook for these purposes, however, there are additional considerations that you should keep in mind. The following section will discuss general tips for creating your page and suggestions for how to best incorporate Facebook into your career exploration, job search, and networking plans.

YOUR FACEBOOK PROFILE

Check your privacy and account settings. Adjust your settings so that you must approve pictures and posts before they are publicly added to your timeline.

Do you know who can view your profile? Do you know what your profile looks like to your friends as well as the general public? You can find out by using the "view as" feature.



Consider making a professional page and a personal page.

Make all of your profile information current and complete. Be sure to include your contact information (email and/or phone number), education, internships, study abroad, work and volunteer experience, etc.

Be consistent. The information that you include on Facebook (education, work experience, etc.) should match the information that you have on your resume, LinkedIn, or any other social media sites that you may have.

FACEBOOK

FRIENDS & PICTURES


- Before “friending” your boss, determine how rigid your work/life boundaries are, and whether or not you should or want to cross those lines.
- De-friend anyone that you do not truly know because if they post or tag you in something inappropriate, you are guilty by association. You do not want an employer to look at your profile and judge you based on what your “friend” says.
- Scroll back through your albums and delete any photos that are even remotely questionable or inappropriate.

WALL POSTS & OTHER COMMUNICATION


- Filter what you post. If you will not say something to someone’s face, do not write it on Facebook.

Utilize the “lists” feature. This allows you to divide your Facebook friends into various groups (i.e. family, college friends, etc.) and then post updates or photos that can only be seen by that targeted group.

To help you get started, you have lists for:

 **Close Friends:** You can add your best friends to this list to see more of them in your News Feed and get notified each time they post. You also have the option to turn these extra notifications off.

 **Acquaintances:** This list is for friends you don’t need to stay in close touch with. People on your acquaintances list will rarely show up in your News Feed. You can also choose to exclude these people when you post something, by choosing Friends except Acquaintances in the audience selector.

 **Restricted:** This list is for people you’ve added as a friend but just don’t want to share with, like your boss. When you add someone to your Restricted list, they will only be able to see your Public content or posts of yours that you tag them in.

- Write in complete sentences. Do not use text talk.
- Limit the number of times you post something on Facebook. Do not be one of those people who posts every hour about what you ate for breakfast.
- Try to make your posts more worthwhile by mentioning topics like an interesting book you read or a conference you attended, for example. If an employer happens to see that, it will show you are doing something worthwhile with your time.
- Avoid profanity, inappropriate topics, political rants, etc. There is a fine line between posting your opinion and going overboard and being offensive. Be sure you are maintaining appropriate boundaries.
- Avoid being overly negative and never bad mouth past or current employers.
- Be aware of how your language may be misinterpreted. Remember that it can be much more difficult to accurately communicate what you truly mean when only using the written word.

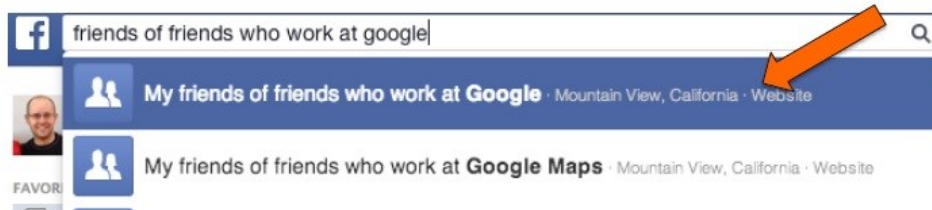
FACEBOOK

FACEBOOK GRAPH SEARCH

Graph Search helps you find more of the people, places and things you're looking for and discover new connections based on what others have shared with you on Facebook. Graph Search is a new feature on Facebook that you have to request to add.



Once you have been granted access to Graph Search, you can then use your search bar to find people to network with. You can find alumni who graduated with your major or alumni that live in a specific city.



You can also look through your friend's friends to find people who work at a specific company. You will be able to see who your connection is, and you can reach out to that friend and ask for an introduction.

FACEBOOK

FACEBOOK FOR CAREER EXPLORATION, JOB SEARCHING, & NETWORKING

With the increasing popularity of LinkedIn and other professional social media sites, many Facebook users are looking for ways to shine a more professional light on Facebook as well. As mentioned earlier, Facebook can be utilized as a resource for career exploration, job searching, and networking. The following section provides recommendations for ways that you can do just that.

Conduct company research. If you are interested in particular companies, search for them on Facebook and “like” their pages. Any updates they post will then appear in your newsfeed, and this will help you stay current with what is going on in that industry. Keep in mind that some companies have separate “career pages” that you should also look for. Oftentimes those pages will include sections about a day in the life of a current professional, career videos, job opportunities, company history, community involvement, upcoming networking events, etc. These can be a great starting point for you to become familiar with the company culture, their mission statement and values, and ways to get connected. Samples of useful company Facebook pages are included on the next page.

Use your posts and status updates to your advantage.

Make yourself a headline like you would on LinkedIn. Are you looking for a job? What kind? In what industry? If you make this information readily available, perhaps someone will see that and connect with you.

Post Example

I am currently a Sport Management student at the University of Georgia and will be graduating in May 2014. I have two years of relevant leadership experience and am looking for a summer internship in the management consulting field. My goal is to gain additional project experience at a small to mid-sized firm.

Group Post Example

Hello fellow UGA Alumni! My name is Madison Smith and I am a recent UGA finance graduate. I am currently seeking a position as a Financial Analyst in the Little Rock area. If you happen to know of anyone that I could connect with about job opportunities or general advice for breaking into the field, please let me know. I really appreciate any thoughts that you may have. Thanks!

Join and be active in groups. Join and be active in groups that relate to your interests and industry. “Like” or join UGA Alumni pages and groups, and post an introduction stating your interest. If you are looking to network, say so. If you are looking for a job, say so. Contribute to discussions, post links or resources, and network with current professionals to get noticed.

Expand your network. LinkedIn is the primary choice for connecting with employers. You can contact employers and other professionals in your field of interest to conduct informational interviews on Facebook. Use good judgment when finding a recruiter's Facebook page as they may use it for personal purposes rather than professional. Speak with your Career Consultant if you have any questions about this.

Informational Interview Request Example

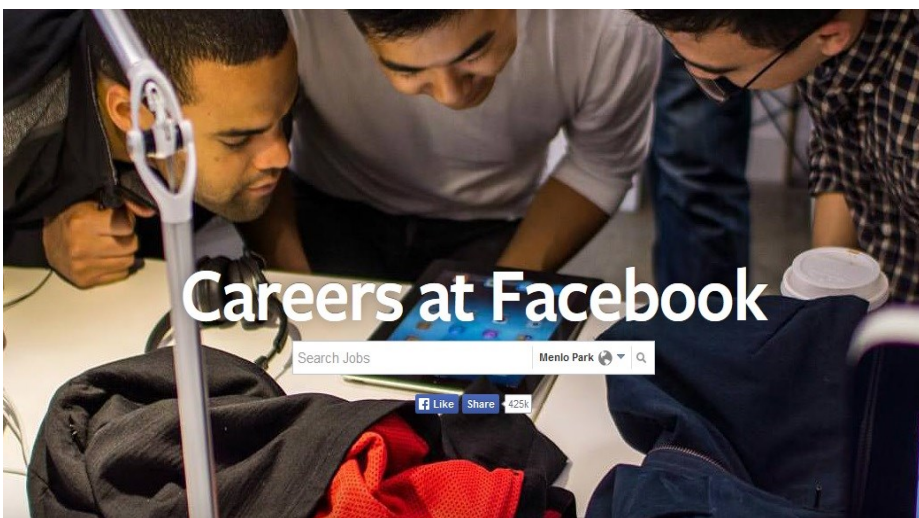
Dear Mr. Jason Jones,
My name is Maria Brown and I am currently a junior Communication Studies major at the University of Georgia. I noticed on your company Facebook page that there are a variety of careers to pursue within Nestle Purina, one of which is marketing your products to local communities. Based on what I have read, this is a career path that may be a good fit for my professional goals and one that I am interested in learning more about. If you or someone in your department would be willing to schedule an informational interview with me it would be greatly appreciated. I would very much enjoy hearing more about your professional career path. Thank you and I look forward to hearing from you soon.
Sincerely,
Maria Brown

FACEBOOK

EXAMPLES OF COMPANY FACEBOOK PAGES

To the right is the Facebook page for McKesson Corporation. Notice that they include a “Job Search” tab. You can search for jobs directly through their Facebook page. Also they have video testimonials of current employees.

Other great examples of company pages include PwC US Careers, Careers at Dell, Nestle Purina Careers, and Target Careers. If you have a particular company that you are interested in, search for their Facebook page and see what information they reveal.



Browse by team
and role



Browse by
Facebook
location



University
Students

**We're making the world more open
and connected. Want to help?**

Facebook has the following “Careers at Facebook” page that outlines the various departments of the company that you could work for as well as full descriptions of the jobs, qualifications, and links to apply for those positions. Pages such as this can be helpful with researching careers at particular companies in order to find those that fit with your education, skills, and interests.

FACEBOOK



FACEBOOK CHECKLIST

- ☐ I have reviewed the latest information about security settings on Facebook and changed my settings accordingly.
- ☐ My profile photo (and previous profile photos) would be considered appropriate if viewed by an employer.
- ☐ My cover photo (and previous cover photos) would be considered appropriate if viewed by an employer.
- ☐ Photos of me (either uploaded by me or tagged by others) would be considered appropriate if viewed by an employer. If not, I have either removed inappropriate photos or changed my settings to prevent others from seeing my pictures.
- ☐ My "About Me" section and other profile information, such as Favorite Quotes, is appropriate for viewing by an employer or blocked using security settings.
- ☐ I have updated my lists so that contacts related to my professional life will not receive my personal status updates or other postings.
- ☐ My status updates are appropriate for viewing by an employer, or have been blocked using security settings.
- ☐ My "Likes" and other Facebook activities (such as event participation) is not visible or is appropriate for viewing by employers.
- ☐ I have investigated some of my target employers to see whether they have a presence on Facebook.

HOW MANY OF THESE BOXES WERE YOU
ABLE TO CHECK?

1-3 Needs Work:

You probably want to spend some time further developing your presence on Facebook. Begin by updating your profile and following some leaders in your industry.

4-6 Good:

You have a good start to developing a professional presence on Facebook, but there is still room for improvement. Review the checklist to determine next steps.

7-10 Networking Pro:

You have successfully developed your professional brand on Facebook. Keep up the good work and look for ways to leverage Facebook for growing your network!

TWITTER

The purpose of Twitter is to share pictures, news, links and information in 140 characters or less. Love it or hate it, it is an excellent way for you to get connected with people, including those hard to find employers who don't like to publish their email addresses. Depending on who you follow, it can help you discover new information and build connections. Even if you do not want to tweet, you can use Twitter to listen. It is used by many individuals to stay abreast of what is going on their industry, and it can be used by you to stay informed. To use Twitter effectively, you should know how to “speak Twitter lingo”.

Do You Know How to Speak Twitter Lingo?

Tweet: A 140-character message.

Retweet (RT): Re-sharing or giving credit to someone else's tweet.

Feed: The stream of tweets you see on your homepage. It is comprised of updates from users you follow.

Handle: Your username (e.g. @UGACareerCenter)

Mention (@): A way to reference another user by their username in a tweet. Users are notified when they are mentioned. It is a way to conduct discussions with other users in a public realm.

Hashtag (#): A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #ArchReady, #CommittotheG). A hashtag is a discovery tool that allows others to find your tweets, based on topics. You can also click a hashtag to see all the tweets that mention it in real time—even from people you do not follow.

Twitter Chat: A pre-arranged chat that happens on Twitter through the use of Twitter updates (called tweets) that include a predefined hashtag to link those tweets together in a virtual conversation (e.g. #UGAjobchat #NPRTwitterChat)

CAREER EXPLORATION

Your Profile

In 160 characters, explain:

Who you are...

What you do...

Where you do it...

What kinds of opportunities you're interested in...

Tip: Don't forget to include **keywords** that hiring managers and recruiters might use when searching.



Ashley Harris

@AHarris2015

Student at the University of Georgia, Anthropology major, Soccer player, & VP of DZ. Seeking an internship in a museum or national park.



Tim Russell

@TimRussell

UGA 2015 Advertising Student | New Media Fan | Traveler | Photoshop/InDesign Wizard | Future Graphic Artist. Visit my blog: www.professionalblog.com

TWITTER

GENERAL TIPS

Know that you do not have to tweet often, but if you do, you are more likely to have people reply to your posts and want to follow you.

Keep your Twitter profile public so that others can follow and interact with you.

Think of your Twitter profile as a billboard— if you wouldn't want your tweet plastered on a sign by the highway, don't post it.

Do share information that is relevant to your career goals.

Do not over tweet or over re-tweet. Your followers will stop following you if you post too often or if you are not sharing some original info. Be a thought leader!

Build your network before you need it. Do not be "that guy" who only contacts people when they want something.

You have to give to get. Comment on what others post if you want to get noticed.

Follow hashtags and engage in chats.

Do not forget that everyone can see what you post. Think before you tweet.

TWITTER

HOW TO RESEARCH CAREERS

A good starting point is to identify Twitter users that put out useful career-related content. Visit www.wefollow.com and look for industry leaders in careers you are considering. Type a few different terms into the search bar like "career information" or "[industry] careers" and follow users that share information about their industry. Blogs and other websites can also be used to source individuals to follow. One good practice is to follow general career advice accounts, like Heather Huhman's shown below.



It can also help to ask questions directly to users. Here is a sample tweet:

@username How did you break into your career? Any advice for a current UGA student?

Or-

@username Hello, I see that you're a ____ at ____ company. Can I connect with you to ask you a few questions about your career path?

Before asking a question like the ones above, build the relationship by commenting on Twitter users' posts or sharing information you think would be relevant to them.

RESEARCHING CAREERS EXAMPLE

Lillian is a sophomore Advertising major at UGA. She wasn't sure what she wanted to do after she graduated, so she identified UGA alumni who were advertising majors on Twitter and followed them. Lillian went to wefollow.com and also searched for alumni in the keywords search bar in Twitter.

After commenting on a few alumni posts, she reached out directly to individual alums to ask for advice. Though some alumni did not get back to her, she had a few that told her to direct message her email and phone number to connect for an informational interview. After a few of these conversations, she was able to get a better understanding of the various career paths in advertising and what would be the best fit.

TWITTER

HOW TO RESEARCH COMPANIES AND ORGANIZATIONS

"One good thing about Twitter is that you can connect with anyone you want, without having to ask them first." - Thomas Gimbel, CEO recruiting and staffing firm LaSalle Network

There are some companies that have accounts dedicated to solely posting jobs. You can type in "[industry] jobs" and look to see if there is an account that posts positions in that field. Request to follow companies that interest you and you can stay up to date on new information and available internships/jobs within that company. Here are a few popular companies' Twitter handles below:

@Accenture_Jobs	@googlestudents	@StateFarm
@CDCgov	@HersheyCareers	@TargetCareers
@CocaCola	@HomeDepotCareer	@TeachForAmerica
@ESPNCareers	@JoinDeloitteUS	@TimeWarnerJobs
@EY_CareersUS	@KPMGUSCareers	@TurnerCareers
@GECareers	@MicrosoftJobs	@TWDCjobs (Disney)
@googlejobs	@PwC_US_Careers	@WalgreensJobs

To find more companies, visit Google to check and see if a company has a Twitter account by typing "[company name] + Twitter" into the search bar.

SAMPLE COMMUNICATION

You can use Twitter to reach out to a company or a recruiter to see what internships or jobs are available. Try adding hash tags to connect to other career-related conversations. Remember to be specific and polite, and not too pushy or desperate. Here are a few sample tweets of what to do and what not to do:

DON'T

When inquiring about a job or internship...

@username What jobs does your company have available???

When following up after an application...

@companyname Hey! I keep sending applications on ur site but no one ever gets back?!?! Am I wasting my time?!?! #angry #neveragain

When trying to get noticed by a recruiter...

@recruiter I can sing and act too can you help me pursue my dream in becoming an actor and singer please am begging you u are my only hope

@recruiter Hire me! Hire me please!
#YourNextEmployee

DO

When inquiring about a job or internship...

@username Can you please convey which roles are available in Digital Technology roles? #Digital #Jobs

When following up after an application...

@companyname I just applied for the _____ position with your company. I would love to work there and would be glad to answer any questions.

When trying to get noticed by a recruiter...

@recruiter Any advice on what I can do to make myself more competitive for future internships? Here's my LinkedIn: <http://linkd.in/18WJYOe>

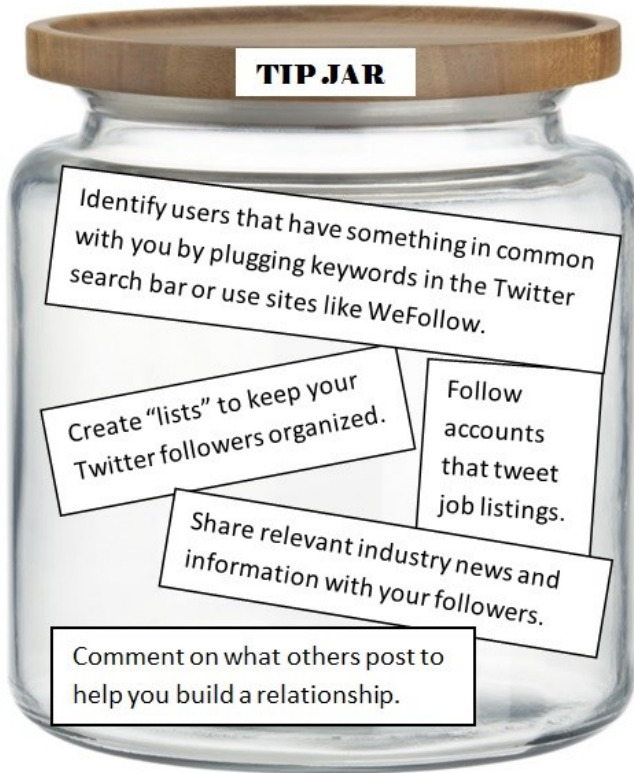
@recruiter Thanks for sharing that article! I am interested in breaking into that industry and found it helpful.

TWITTER

JOB SEARCHING AND NETWORKING

Networking is the number one way UGA students find employment! You can build mutually beneficial relationships with friends, family, professors, and anyone that you meet.

Here are a few quick tips to get started:



Job Search Accounts on Twitter

- @comminternships** (communication internships)
- @EngineerJobs** (engineering jobs)
- @Glassdoor** (salary information and job reviews)
- @idealist** (nonprofit jobs)
- @indeed** (job/internship search)
- @MarketJobsUSA** (marketing and PR jobs)
- @nyinternships** (New York internships)
- @payscale** (salary information)
- @Salary** (salary information)
- @USAJOBS** (federal government jobs)

USING TWITTER TO JOB SEARCH EXAMPLE

Lydia May is a 2nd year student at UGA and is considering a career in either Journalism or Advertising. She used WeFollow to identify Twitter users to follow that tweeted about her careers of interests and then took it a step further by looking at what Twitter accounts these top accounts followed. Eventually, it became hard to keep up with all the people she was following, so Lydia created an Advertising Twitter List and a Journalism Twitter list to help her keep her information organized.

By following these industry leaders, she identified accounts that tweeted jobs of interest to her. She also was able to get advice from employees working at companies she is considering applying to for internships by asking when she should start applying and where she should look. Doing this helped her make sure she didn't miss important application deadlines and it even gave her a leg up on her competition. Because she had established these industry relationships early, her name was passed along directly to the hiring manager and ultimately got hired.

TWITTER

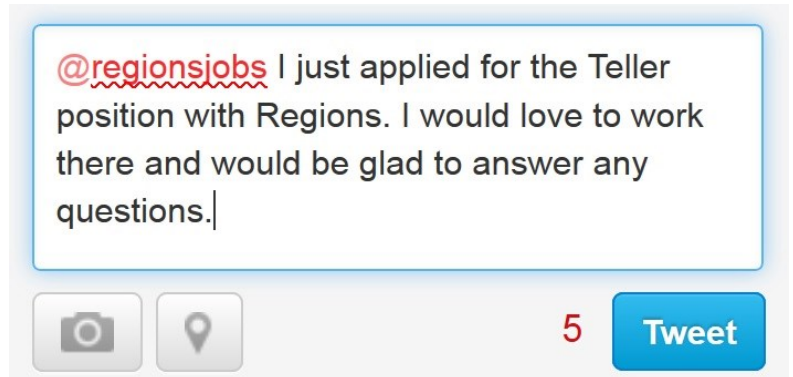
SAMPLE COMMUNICATION

There are many ways that you can use Twitter to communicate with potential hiring managers.

Below are a few examples:

Follow up after an application

@companyname I just applied for the _____ position with your company. I would love to work there and would be glad to answer any questions.



To get noticed by an individual recruiter

@recruitername Any advice on what I can do to make myself more competitive for future internships? Here's my LinkedIn: <http://linkd.in/18WJYOe>

@recruiter Thanks for sharing that article! I am interested in breaking into that industry and found it helpful.



Showcase your industry knowledge

Here's a great article on the future of cloud computing: <http://bit.ly/10ugvl6> #IT #ITcareers

TWITTER

USING TWITTER LISTS

A Twitter list is a group of Twitter users. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of tweets from only the users on that list.

NOTE: Lists are used for reading Tweets only. You cannot send or direct a Tweet to members of a list, for only those list members to see.

To learn how to create, add or remove people from your lists, see lists that you are on, or to find a list's URL to share, visit: <https://support.twitter.com/articles/76460-using-twitter-lists>

4 BENEFITS OF USING TWITTER LISTS

You'll be better organized.

Use lists to categorize the Twitter users that you follow specifically for job search purposes and keep them separate from the other users you follow.

Simplify your Twitter usage.

By organizing your tweets into relevant lists, you can better focus on getting things done such as following up on job listings.

Find relevant Twitter users to follow.

By seeing other people's lists, you can discover who other similar job seekers found helpful for their Twitter job searches.

Lists can help you build your personal brand!

The lists you make are valuable to other people AND relevant to your personal brand, so that people remember you later when they need help from someone like you.

Create a list

A list is a curated group of Twitter users and a great way to organize your interests. [More info](#)

Create new list

Subscribed to Member of

Industry Leaders

0 members

Career Advice

1 member

Education

6 members

Job Boards

4 members

News

6 members

School Districts

5 members

University of Georgia

6 members

TWITTER



TWITTER CHECKLIST

- ☐ I have a current, professional profile photo for my Twitter account.
- ☐ I have a profile description which outlines my professional skills and aspirations.
- ☐ I currently follow thought-leaders in my field on Twitter (10-20 is a good goal).
- ☐ I currently follow the @UGACareerCenter on Twitter.
- ☐ I currently follow the Twitter feeds of target companies for which I would like to work.
- ☐ I have utilized the Twitter Lists feature by organizing the companies/people I follow.
- ☐ I regularly tweet or re-tweet relevant content (1-2 posts a day, at minimum), such as articles I have found online.
- ☐ I interact with other professionals on Twitter to engage in meaningful dialogue (commenting on the posts of others or engaging other users in conversation).
- ☐ My Twitter feed contains posts that are appropriate for viewing by a potential employer.
- ☐ My Twitter feed is integrated with my LinkedIn status feed, allowing me to engage others on both platforms simultaneously.

HOW MANY OF THESE BOXES WERE YOU
ABLE TO CHECK?

1-3 Needs Work:

You probably want to spend some time further developing your presence on Twitter. Begin by updating your profile and following some leaders in your industry.

4-6 Good:

You have a good start to developing a professional presence on Twitter, but there is still room for improvement. Review the checklist to determine next steps.

7-10 Networking Pro:

You have successfully developed your professional brand on Twitter. Keep up the good work and look for ways to leverage Twitter for growing your network!

INSTAGRAM

Instagram is a popular phone app you can use to share pictures and short videos with friends, family and people across the world. Professionally, you can use Instagram to gain an insider view into various employers. You also have the ability to share pictures and videos about yourself if your profile is public, but be aware of the content you are posting while you are job searching.

PROFILE

Your Instagram bio is limited to 150 characters or less and it should include your purpose for being on Instagram. Consider including your full name, major, when you graduate and future career goals. It is okay to include some of your hobbies, but if you plan on using this to interact with other users for career purposes, critically think about how you are presenting yourself through your bio.

Here are two examples:

1. UGA 2017 Photography Student ▪ New Media Certificate ▪ Traveler ▪ Photoshop Proficient ▪ Future Photographer & Journalist ▪ Visit my blog: www.jessicaphotos.com
2. #UGA18, Psychology major, & VP of Psi Chi National Honor Society. Seeking internship opportunities in counseling or nonprofit work.

HOW TO NETWORK-GENERAL TIPS

- ♦ Follow employers and companies you are interested in working for.
- ♦ Create a professional profile that describes your purpose on Instagram.
- ♦ Like and comment on employer pictures and videos.
- ♦ Follow hashtags: #ArchReady, #hiring, #career, #job, and other employer created hashtags (example: #NPRIlife).



COMMENT ON POSTS

When appropriate, interact with employer posts by liking or commenting on their pictures and videos.

Example 1:

@google Any advice on how I can find out about job opportunities?

Example 2:

@google Awesome picture! I'd love the opportunity to work for an organization so focused on serving in the community.



SHOW YOUR EXPERIENCE

Take pictures to chronicle what you accomplish during internships, part-time jobs, club events and other academic activities. Don't be afraid to post what you are looking for either! Many employers are starting to use Instagram to recruit students, so be sure to use appropriate hashtags in your posts. Your network of followers may give you leads as well.

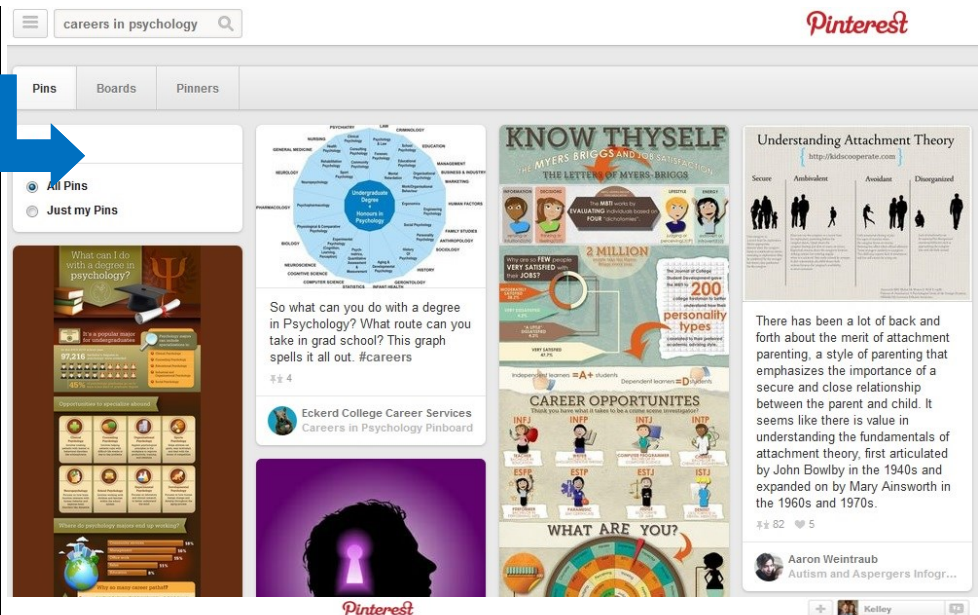
PINTEREST

Pinterest is a visually creative website that can allow you to look closer at a particular company and find inspiration in your job search. Pinterest is a pinboard-style photo sharing website that allows users to create and manage topic based image collections. Pinterest provides visual displays of information and inspiration of work in your field. The following sections will provide suggestions for how to best incorporate Pinterest into your career exploration and job search.

HOW TO RESEARCH CAREERS

Pinterest is a great resource to utilize if you are interested in researching careers. Use the search box with keywords to access boards, pins, and pinners.

Below you will see an example of pins associated with the keywords "Careers In Psychology". This search provides me with a variety of pins related to this topic. If I wanted to look further at the content of the pin, I would click on the pin to be redirected to the website linked to the pin.



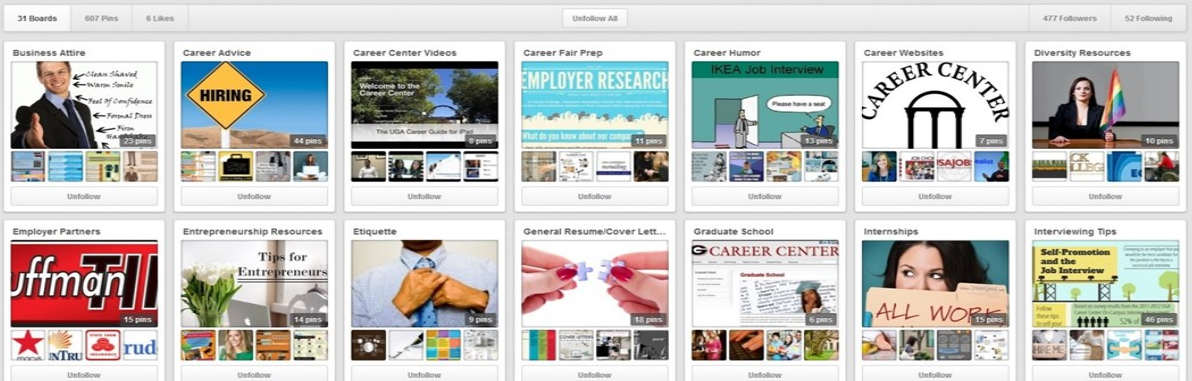
UGA Career Center

The UGA Career Center provides career services to UGA students and alumni through career tips, job leads, and helping you get connected!

Athens, GA · www.career.uga.edu ·

Replies from

OSU Education and Human ...
Sorority Please
Levo League



JOB SEARCHING

One thing to keep in mind is that Pinterest is not a job search engine. It is a space for sharing information. The likelihood that you will find a job posting on Pinterest is slim to none, but Pinterest can help you with your job search in other ways. Pinterest provides an endless database of searchable information. Any career related topic that you can imagine has a presence on Pinterest. Check out the UGA Career Center profile for 30+ boards about different career topics, including Interviewing Tips, Attire, Career Fair Prep, Resume and Cover Letter Tips, etc. These boards can provide information wherever you

Additionally, follow any boards or pinners that relate to your field of interest. These can be easily identified using the search box with keywords. The more industry relevant information and tips that you can get, the better you will feel in your job search preparation. Also search for professional organizations in your field on Pinterest.

Online Portfolio Resources



What to Include in Your Online Portfolio:

Purpose

What is the purpose of your website? Who will read it? What skills and information do you want to highlight? Your website should reflect your purpose.

Contact Info

Employers should be able to contact you from looking at your website. Include your name, email, and phone number in the header or footer of every page.

Professional Headline

This can be your job title or a more general description of the role you play or want to play, such as "Advertising Professional" or "Marketing Student at the University of Georgia."

A Brief Bio

Here you can provide an About Me page, including any additional information that may not be on your resume or cover letter, such as interests, hobbies, or awards and accomplishments.

Professional Summary

Similar to an elevator pitch, explain to visitors in just a few sentences, what you do and how you can help them. This will encourage visitors to keep reading.

Samples of Your Work

This can include professional photos you've taken, graphic designs, illustrations, writing samples, articles, and/or artwork. Uploading the samples in multiple formats will avoid problems in downloading.

Results

Share quantifiable results from past jobs rather than simply list your responsibilities. Ex: If you increased Twitter followers of an account by 50%, that's much more powerful than saying that you worked in social media. Also, if you can attach rough dollar amounts to any results, even better.

Blog

Include a blog as part of the site, especially if you are a talented writer. Try to be creative.

Videos/Multimedia

Include short videos where you present information or ideas related to your field, short tutorials, or creative explanations of your work. Embed the videos on your website's pages.

Testimonials

Share positive things professionals (former co-workers or bosses, etc.) or clients have said about you.



Enhance Your Creative Skills by Attending a Portfolio School:

- Chicago Portfolio School
- Miami Ad School
- Parsons School of Design in New York
- Portfolio Center
- Savannah College of Art & Design
- School of Visual Arts in New York
- The Art Center in Pasadena, CA
- The Creative Circus in Atlanta, GA
- Virginia Commonwealth University Brandcenter

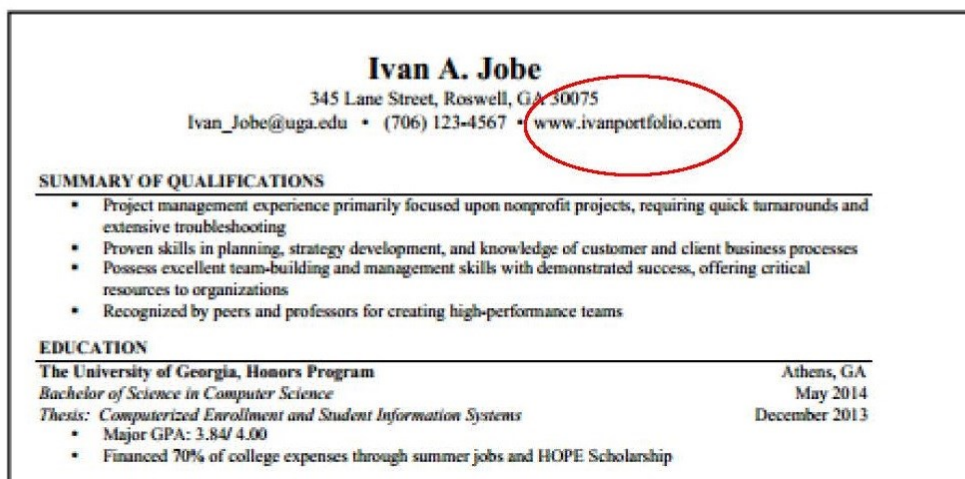
Modified from Forbes magazine article "Why Every Job Seeker Should Have a Personal Website, And What It Should Include," written by Jacquelyn Smith.

Online Portfolio Services

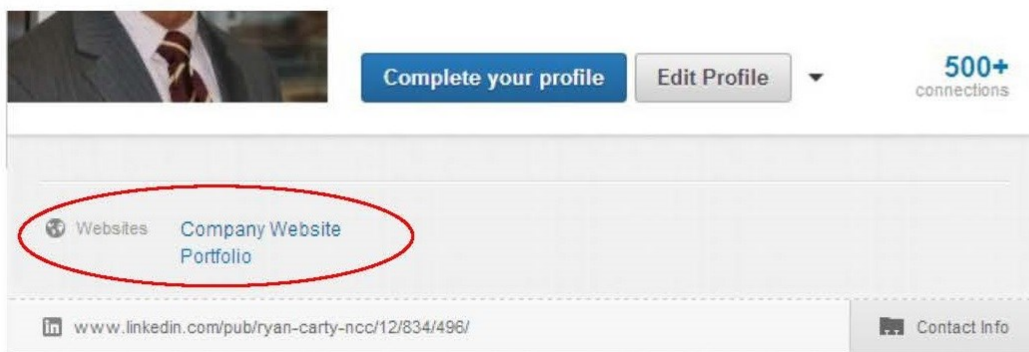
- **About.me:** <https://about.me/>
- **Behance/ProSite:** www.behance.net/
- **Blogger:** www.blogger.com
- **Carbonmade:** <http://carbonmade.com/>
- **Cargo Collective:** www.cargocollective.com/
- **Issuu:** www.issuu.com/
- **Paper.li:** <http://paper.li/>
- **Pressfolios:** www.pressfolios.com/
- **Re.Vu:** <http://re.vu/>
- **Strikingly:** <https://www.strikingly.com/>
- **Squarespace:** <http://squarespace.com/>
- **Vimeo:** <https://vimeo.com/>
- **Weebly:** <http://www.weebly.com/>
- **Wix:** <http://www.wix.com/>
- **WordPress:** <http://wordpress.com/>
- **YouTube:** <http://www.youtube.com/>

Where to Include a Link to Your Online Portfolio:

1. At the top of your resume, provide a link to your online portfolio:



2. At the top of your LinkedIn profile page, in the “Contact Info” section, provide a link to your online portfolio:



3. On your business card, provide a link to your online portfolio:



UGA Career Center
Clark Howell Hall, 2nd Floor
Athens, GA 30602
Tel: 706 542 3375
Fax: 706 542 8431