

## TEN TIPS FOR USING LINKEDIN TO NETWORK AND FIND A JOB:

1. **Get the word out.** Tell your network that you're looking for a new position because a job search these days requires the "law of big numbers" There is no stigma that you're looking right now, so the more people who know you're looking, the more likely you'll find a job. Recently, LinkedIn added "status updates" which you can use to let your network know about your newly emancipated status.
2. **Get LinkedIn recommendations from your colleagues.** A strong recommendation from your manager highlights your strengths and shows that you were a valued employee. This is especially helpful if you were recently laid off, and there is no better time to ask for this than when your manager is feeling bad because she laid you off. If you were a manager yourself, recommendations from your employees can also highlight leadership qualities.
3. **Find out where people with your backgrounds are working.** Find companies that employ people like you by doing an advanced search for people in your area who have your skills. For example, if you're a web developer in Seattle, search profiles in your zip code using keywords with your skills (for example, JavaScript, XHTML, Ruby on Rails) to see which companies employ people like you.
4. **Find out where people at a company came from.** LinkedIn "Company Profiles" show the career path of people before they began work there. This is very useful data to figure out what a company is looking for in new hires. For example, [Microsoft employees worked at Hewlett-Packard and Oracle](#).
5. **Find out where people from a company go next.** LinkedIn's "Company Profiles" also tell you where people go after leaving the company. You can use this to track where people go after leaving your company as well as employees of other companies in your sector. (You could make the case that this feature also enables to figure out which companies to avoid, but I digress.)
6. **Check if a company is still hiring.** Company pages on LinkedIn include a section called "New Hires" that lists people who have recently joined the company. If you have real chutzpah, you can ask these new hires how they got their new job. At the very least you can examine their backgrounds to surmise what made them attractive to the new employer.
7. **Get to the hiring manager.** LinkedIn's job search engine allows you to search for any kind of job you want. However, when you view the results, pay close attention to the ones that you're no more than two degrees away from. This means that you know someone who knows the person that posted the job—it can't get much better than that. (Power tip: two degrees is about the limit for getting to hiring managers. I never help friends of friends of friends.) Another way to find companies that you have ties to is by looking at the "Companies in Your Network" section on LinkedIn's Job Search page.
8. **Get to the right HR person.** The best case is getting to the hiring manager via someone who knows him, but if that isn't possible you can still use LinkedIn to find someone inside the company to walk your resume to the hiring manager or HR department. When someone receives a resume from a coworker even if she doesn't know the coworker, she almost always pays attention to it.
9. **Find out the secret job requirements.** Job listings rarely spell out entirely or exactly what a hiring manager is seeking. Find a connection at the company who can get the inside scoop on what really matters for the job. You can do this by searching for the company name; the results will show you who in your network connects you to the company. If you don't have an inside connection, look at profiles of the people who work at the company to get an idea of their backgrounds and important skills.
10. **Find startups to join.** Maybe this recession is God telling you it's time to try a startup. But great startups are hard to find. Play around with LinkedIn's advanced search engine using "startup" or "stealth" in the keyword or company field. You can also narrow by industry (for example, startups in the Web 2.0, wireless, or biotech sectors). If large companies can't offer "job security," open up your search to include startups.
11. **Build your network before you need it.** As a last tip, no matter how the economy or your career is doing, having a strong network is a good form of job security. Don't wait until times are tough to nurture your network.

## Tips For Using Facebook for Professional Networking

If you do decide to use the social networking sites for professional networking, and, a word of warning, some experts I spoke to suggested that Facebook and business don't mix well, here are some suggestions on how best to utilize it:

- First, make a decision whether to keep Facebook social or expand your use.
- If you decide to use Facebook for professional networking, take a close look at your Profile and decide what you want business contacts or prospective employers to see - and what you don't.
- Create a simple profile (or clean up with your existing one) with minimal graphics and widgets.
- Limit the photos you post.
- Post content relevant to your job search or career.
- Use Facebook email to build relationships with your Friends.
- Choose your Friends wisely. Remember your Friends can see information about your other Friends in your Profile.

Source: <http://jobsearch.about.com/od/networking/a/facebook.htm> and Kay Stout, Executive Advisor

## Ten Tips for using Twitter in your Job Search and Networking

1. **Learn Twitter** – To use Twitter effectively you first need to understand how it works and what the hype is all about. If you haven't used Twitter much, read [Beginners Guide to Twitter](#), [Twitter Etiquette Guide](#) first.
2. **Set up a Professional Account** – Use only a professional looking avatar and background. It is a good idea to use your real picture as long as it looks professional. Keep in mind that if anyone notices you – this will be their first impression of you! There are good online tools to help you with this: Use [mypictr](#) to create avatar, and [Twitter background guide](#) for creating a catchy background for your Twitter account.
3. **Include Bio and Resume** – Make full use of your Twitter profile to include some of your bio and career information. You don't have much room but enough to post a link to your resume. Just make sure to use a service that protects your identity (like [Resumark.com](#)) from just anyone downloading your resume with full contact information.
4. **Tweet Often** – Try to tweet every day and every couple of hours about your job search experience. There are some solutions ([TweetDeck](#), for example) that let you organize and update Twitter easily. Most importantly, make your tweets as meaning full as possible. Again, remember to stay professional but don't go overboard!
5. **Follow Others** – Remember that Twitter is all about following other users and them following you in return. As a rule of thumb, always make sure that you have more followers than people that you are following. There is a well-known list of [50 Twitter users](#) you want to make sure to follow in your Job Search.
6. **Learn to Use Hashtags Properly** – When tweeting, [learn to use hashtags effectively](#) (#jobsearch, #resume, and others) but first learn how to properly use them. You will get a lot more visibility if you use appropriate hashtags in your posts.
7. **Use Proper Keywords** – When tweeting about your jobs search experience make sure to use keywords that are applicable to your job search. For example, try to use things like your occupation, experience, industry and other job-related keywords that will make you stand out.
8. **Checkout Out Other Twitter Jobs Websites** – There a plenty of them that can help you make a full use of your Twitter account for Job Search: <http://www.twitterjobsearch.com>, <http://tweetmyjobs.com>, <http://jobshouts.com> and study how they work. Make sure to follow other popular Twitter users like: <http://twitter.com/jobangels> that help people find jobs.
9. **Learn how to Retweet** – Retweeting is an art of reposting someone else message that could in turn bring you more followers. Make sure you understand [how to do it properly](#) and always give credit to the original author.
10. **Reach out to HR contacts** - If you know the HR contact in a company that has a job opening that interests you (and you should. If you don't know how read our "Search for Jobs like a Pro" article) see if you can find them through Twitter. There are a couple of services for [Twitter Name search](#) - [Twellow Name Search](#).

Source: <http://www.resumark.com/job-resources/job-networking/how-to-find-a-job-on-twitter----10-job-2-0-networking-tips.html>