In recent years, there’s been a shift from placing job openings in newspapers and on large job boards, to using Social Networking. Social networking sites can be used to gain valuable information about employers, network with people who could give you assistance in finding a job, search for a job and create a positive image of yourself online.

**Top 5 DO’S in Social Networking:**
1. **DO Create an Online Presence**
   - Showcase your skills and experience
   - Connect with people who can help in your career search
   - Blog your own thoughts and insights (Google Juice) to link keywords to your name or blog site
2. **DO Be Consistent**
   - Have your resume match your LinkedIn, Facebook and other profiles
   - Rework job descriptions on your resume when targeting a specific company, but keep job titles and dates consistent in online profiles and your resume
3. **DO Google your Name**
   - Tweets, blogs and photos all show up when you do a Google search
   - Set up Google Alerts so you know anytime your name is used online
4. **DO Be Careful What you Tweet**
   - Tweets show up in searches on Twitter (even without a hashtag)
   - Bosses, managers and recruiters are searching Twitter
5. **DO Network Before you Need to**
   - Build your network in advance
   - Join groups on social networking sites, post on discussion boards, moderate discussion boards

**Top 5 DON’T S in Social Networking:**
1. **DON’T Get Fired**
   - Employers are checking out candidates on SN sights – anyone could read it!
   - Don’t post company business or inappropriate information – ESPECIALLY from a work computer!
2. **DON’T Connect with Everyone**
   - Quality over quantity
   - Consider the “guilty by association” principle
   - How can this person help me? How can I help them?
   - What do you have in common?
3. **DON’T Spend Company Time searching**
   - DO NOT look for a job on a work computer; companies monitor computer usage
4. **DON’T forget your Facebook Privacy Settings**
   - Photos can really hurt your job search – make sure you know where you are tagged and that your albums are set to a privacy setting you are comfortable with
   - Check and recheck privacy settings often!
5. **DON’T forget to Give in order to Get**
   - The art of reciprocity – if you scratch my back, I’ll scratch yours
   - Write a recommendation on LinkedIn, share articles with connections; your connections are likely to return the favor
You can gain information about Employers and Jobs by following companies on Twitter:

<table>
<thead>
<tr>
<th>Some have career-specific Twitter pages:</th>
<th>Others have general Twitter pages:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garmin: WorkAtGarmin</td>
<td>Ameren: AmerenCorp</td>
</tr>
<tr>
<td>Sprint: SprintCareers</td>
<td>Cargill: Cargill</td>
</tr>
<tr>
<td>Cerner: CernerCareers</td>
<td>Monsanto: MonsantoCo</td>
</tr>
<tr>
<td>Boeing: Boeing_Jobs</td>
<td>ExxonMobil: Exxonmobil</td>
</tr>
<tr>
<td>Intel: JobsatIntel</td>
<td></td>
</tr>
<tr>
<td>MoDOT: MoDOTCareers</td>
<td></td>
</tr>
</tbody>
</table>

You can search by Hashtag – use a combination to narrow results:

- **Jobs:** #job, #jobs, #jobsearch, #jobseeker, #employment, #hiring, #career
- **Internships:** #intern, #internships
- **Field:** #IT, #developer, #java, #engineering, #engineer, #mba, #chemist
- **Location:** #mo, #ks, #STL, #KC, #saintlouis

You can use LinkedIn to gain information about employers or network:

- **Join** company specific groups, professional groups, and common interest groups
  - By joining, you can often see other members’ profiles and message them directly
  - Participate in discussions
  - Some have job boards
- **“Follow”** a company to learn more
  - “Following” also shares names of other “Followers”, who you can request to connect with, or send an “InMail” to (for a fee)

You can use Facebook for networking and searching for jobs:

- **Network**:
  - Keep in contact with people in your field
  - If you know someone who works at a company you are interested in, ask them about it
  - Join groups based on a common field
- **Search for Jobs**:
  - “Like” career pages – they will often post opportunities
  - Join groups and post to the wall about career opportunities