Social Networking: Friend or Foe?

Career Opportunities & Employer Relations
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Career Opportunities & Employer Relations
Missouri S&T
Career Opportunities & Employer Relations (COER)
2011 Rankings

Services...

11th in the nation in 2011 among career centers
— The Princeton Review

Salaries...

2nd in the nation for starting salaries among public universities
— Payscale Inc.

2nd among Midwestern public and private universities in terms of starting median salary (starting median salary for Missouri S&T graduates is $58,600)
— Payscale Inc.

15th in the nation among ALL universities, public and private
— Payscale Inc.
How am I going to find a job in this economy?
Recruiting Shift

• In the past 5+ years, a shift from large job boards to Social Networking

• Companies are spending less money on CareerBuilder and Monster, and putting more resources into Twitter, LinkedIn, and Facebook

• [http://www.youtube.com/watch?v=QzZyUaQvpdc&feature=related](http://www.youtube.com/watch?v=QzZyUaQvpdc&feature=related)
Social Networking Sites to Use in Your Job Search

• Twitter

• LinkedIn

• Facebook
Why use Social Networking?

• “We always prefer to hire people that are somehow connected to our personal networks, because they tend to be more reliably good employees than people who we find on job posting websites. Often this is because they had one of our friends vouch for them or they are one of their friends and so they want to prove themselves or not make their friend look bad.”

  --Jason Mitchell, owner of Movement Strategy

• “We are able to get fuller pictures of candidates by searching not only for a candidate’s LinkedIn profile and online portfolios to learn about work history and accomplishments, but also by viewing Facebook accounts, personal blogs, and — if they even have them — YouTube accounts, to get a feel for a candidate’s personality. It has become much easier to get a broader sense of an applicant and cross reference any information that they highlight on their resume.”

  --Cathy Nemser, a recruiter with Blue Fountain Media
Ways to use Social Networking

• Gain valuable information about employers
• Network
• Search for jobs
• Create a positive image of yourself online
Top Ten Do’s and Don’ts

1. DO Create an Online Presence
   – Showcase your skills and experience
   – Connect with contacts who can help in your career search
   – Blog your own thoughts and insights, creating something called 'Google juice'- pages that link keywords in your industry to your name and to your blog's site.

2. DO Be Consistent
   – Have your resume match your LinkedIn, Facebook, and other profiles
   – You can rework your job descriptions when targeting a specific company on each resume for each job, but keep job titles, companies, and dates consistent on online profiles and your resume
Top Ten Do’s and Don’ts

3. 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!

4. DO Google your Name
   – Tweets, blogs, photos all show up when you do a Google search.
   – Set up Google Alerts so you know anytime your name is used online
Top Ten Do’s and Don’ts

5. DO Be Careful What you Tweet
   – Tweets show up in searches on Twitter (even without a hashtag)
   – Bosses/Managers and Recruiters are searching Twitter
   – Think before you Tweet!

6. DON’T forget your Facebook Privacy Settings
   – Photos in particular 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!
Top Ten Do’s and Don’ts

7. DO Network Before You Need To
   – Build your network in advance
   – Talk/message your connections of interest every so often
   – Join groups on social networking sites, post on discussion boards, moderate discussion boards

8. DO Give to Get
   – The art of reciprocity – if you scratch my back, I’ll scratch yours
     • Write a recommendation on LinkedIn, share articles with connections, etc. This way, your connections are more likely to return the favor
Top Ten Do’s and Don’ts

9. 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?

10. DON’T Spend Time Searching on Company Time
    – DO NOT look for a job on a work computer
    – Companies monitor computer usage
Things to Consider...

• In the U.S., there are currently no laws “on the books” regarding employers and their social networking searches on applicants
  
  – A study released by Microsoft in 2010 found that 70% of company recruiters said they had rejected applicants based on information they found online
    
    • 4 out of 10 hiring managers said they'd rejected an applicant because of inappropriate comments written by colleagues, friends or relatives on an applicant’s profile
    
    • Negative comments about previous employers, gossiping, mocking teachers, and poor communication skills were also cited as reasons for rejection
Twitter

• Founded by a former S&T student

• Social networking and microblogging

• Users send and read “tweets”

• “Tweets” must be 140 characters or less
Gain Information about Employers and Jobs

– Follow different companies on Twitter

• Some have career-specific Twitter pages:
  – Garmin: WorkAtGarmin
  – Sprint: SprintCareers
  – Cerner: CernerCareers
  – Boeing: Boeing_Jobs
  – Intel: JobsatIntel
  – MoDOT: MoDOTCareers

• Others have general Twitter pages:
  – Ameren: AmerenCorp
  – Cargill: Cargill
  – Monsanto: MonsantoCo
  – ExxonMobil: exxonmobil
Twitter Examples:

Cerner’s Career Page

Boeing’s Career Page
Twitter

• Search for Jobs

  – Searching 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
Twitter

- Search Twitter:
- [TwitJobSearch.com](http://TwitJobSearch.com) – A job search engine that searches Twitter for jobs by keyword
Hashtag Search Examples

Searching: #internships

Searching: #miningjobs
Twitter

• Network

  – Follow Twitter users in your field of study – they may tweet leads (or some ideas!)

  – Follow professors, seminar presenters, etc. to see if they mention opportunities

  – “Direct Message” people – you never know who may have information to share (or who could be a good referral!)
LinkedIn

• Professional Networking site

• New member approximately every second

• Set up as a profile

• Can join groups, follow companies
LinkedIn

Gain Information About Employers and 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)
LinkedIn Examples

GO! Network St. Louis Group Page

Following Sprint’s Company Page
LinkedIn

• Search for Jobs

  – “Jobs” tab on navigation bar
    • Search as you would normally on a job board

  – Many groups have a “Jobs” page as well, that other professionals can post opportunities in

  – Connecting with recruiters at companies
    • They may post job openings in their “update” area
    • You can message them directly – they will likely answer!

  – Use your status update to share what you are looking for
    • A connection may have some ideas to share with you
LinkedIn Examples

Job Search Function

Recruiter Status Update

Amy Meister, PHR Are you a C# developer with service layer experience or do you know someone who is? Please email me at ameister@scottrade.com to hear about our current opportunities.

4 days ago · Like · Comment · Reply privately · See activity
Facebook

• Gain Information about Employers
  – “Like” company pages; research them
    • Culture
    • Diversity
    • Videos
    • Read wall posts
  – Some companies have career specific pages; others have general product pages
Facebook

Google Students Page

Caterpillar Careers Page
Facebook

• 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
Facebook

• Announcement from Facebook Oct. 2011:
  – Facebook, the U.S. Department of Labor, the National Association of Colleges and Employers (NACE), DirectEmployers Association (DE), and the National Association of State Workforce Agencies (NASWA) announced a joint commitment to create the Social Jobs Partnership. The partnership's goal will be to facilitate employment for America's jobless through the use of social networks.

• What this means: Job opportunities may be going viral on Facebook, plus other job search features will become available to users
Wrap Up

• Use Social Networking to:
  – Find out valuable information on companies
  – Network
  – Search for Jobs
  – Create a positive image of yourself online

• Social Networking is an often underused method of job search, but could give you an advantage using it when others are not
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Thank You!

Q&A

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