

**10 Online Job Hunting Tips Using LinkedIn & Twitter**  
**(Compiled by Mike Blount, Blount-Lindquist Career Management & Coaching)**

*Want to increase your chances of landing a great job online? LinkedIn can help you find -- and attract -- the best opportunities. Here are some tips (from <http://grads.linkedin.com>):*

□ **1. Make time**

It's easy to let job hunting fall to the bottom of your to-do list, but you can't afford to let that happen. Schedule at least 15 minutes a day in your calendar to work on your resume, update and check online networking profiles and search job listings. Opportunities come and go quickly, so you need to be in the game on a daily basis.

□ **2. Get noticed**

What better way to impress a recruiter than to have a professional networking profile appear as the first search result for your name? Completing your LinkedIn profile to 100% with your education, experience, recommendations and group memberships will increase your search ranking and give employers a strong impression before you ever meet in person.

□ **3. Be keyword savvy**

Make sure your profile is chock-full of keywords that will attract a recruiter's attention. Look through job postings and LinkedIn profiles that appeal to you and incorporate some of the same words or phrases. In addition to job- and industry specific words, recruiters also love leadership terms (captain, president) and action words (managed, designed).

□ **4. Reach out**

Connect on LinkedIn with everyone you know -- friends, family, neighbors, professors, family friends, internship colleagues and others. Once you're connected, send each person a friendly message on LinkedIn, asking if they would keep an eye out for the particular kind of job or jobs you're seeking or if they can introduce you to other helpful contacts.

□ **5. Spread the word**

To build your credibility and stay on people's radar screens during your job hunt, regularly update your status on LinkedIn and other social networks. You might share links to articles you think would be relevant to people in your field (to show you are up on the news), announcements about events you're attending (to show that you are actively networking) and good career news (to show that you're headed for success). Just remember to keep your updates clean and appropriate.

□ **6. Get into groups**

Beyond connecting to individuals, join LinkedIn groups related to your alma mater, professional associations, volunteer organizations and industries you want to join. Every discussion in which you comment is an opportunity to market yourself to people who might be hiring, and every group contains a "Jobs" tab where members post opportunities to one another.

#### □ **7. Search high and low**

What makes LinkedIn's job postings different from others is that they don't just tell you who is hiring, they tell you how you are personally connected to that company through your network. Even when you see a job listed on another site, LinkedIn can help you research people at that company and tell you how you are personally connected through your network. No matter where you look for jobs, cast a wider net by altering your search terms and location criteria from time to time.

#### □ **8. Follow companies**

When you see a job you like on another job board, use LinkedIn as a company research tool. Check out the LinkedIn Company Page of any organization where you'd like to work and click "Follow company." Activities of that organization on LinkedIn (job postings, hires, announcements) will appear on your homepage and alert you to potential opportunities.

#### □ **9. Persist (without pestering)**

While you don't want to be a pest, persistence is a very important component of the job search process. Sending followup messages through LinkedIn can help you stand out from other candidates. Every time you send someone a message through LinkedIn, the recruiter or hiring manager can easily click over to your profile and check out your credentials.

#### □ **10. Consider Job Seeker Premium**

Once you have a strong LinkedIn profile, you want to make sure it gets to the top of recruiters' inboxes when you apply for jobs. LinkedIn offers an upgrade feature called Job Seeker Premium that, among other benefits, places your profile at the top of the list of applicants to the jobs you apply for on LinkedIn. Premium subscribers are twice as likely to be contacted by recruiters and 80% more likely to be found in search. Check it out at <http://www.linkedin.com/jobseeker>.

## **Using LinkedIn Search to Find People**

### **How can I use Search to find someone on LinkedIn?**

You'll find the "Search" box on all pages of LinkedIn in the upper right corner. The "Search" dropdown menu defaults to search for "People" but can also be used to search for Jobs, Answers, Groups, Companies or messages in your LinkedIn Inbox.

To find a person you are looking for using a name or other distinguishing characteristics, take the following steps:

1. Type a name or keyword into the "Search" box located on your home page. A dropdown list might appear with suggestions of existing connections or company names that meet the criteria you type in.
2. Take one of the following steps:

- a. If the person you seek appears in the dropdown list, click on the name or company to view the Member (Company Profiles may also appear on the dropdown list in case you prefer to search for a company instead).
  - b. If the information you seek does not appear in the dropdown list, hit "Enter" on your keyboard or click on the search icon (magnifying glass) to view your search results.
3. Hover over an individual item in the search results to highlight the item in a blue box. You can then do one of the following from the blue box:
  - a. Click on a name in the search results to view their Profile.
  - b. Click on additional links on the right side of the blue box to contact the member (contact options will vary and are based on your degree of connection with the member). You may be provided with links that would allow you to add that member to your network, find references in your network that may know that person, or save the person's Profile to review later using the Profile Organizer feature.

For additional information and tips on how to use "Search" and some of its advanced features, you may want to visit our [Search Overview](#) in the Learning Center. You can also access this information by clicking on "Learning Center" under "More" at the top of your home page.

## **Requesting an Introduction**

### **How can I request an Introduction to someone I am not currently connected to?**

Introductions let you contact users in your network who are two or three degrees away from you. You can send an Introduction request through the connections you know and trust. Your connection (at their discretion) can then forward the Introduction request on to the desired recipient. To get introduced take the following actions:

1. Locate the member's LinkedIn Profile.
2. Click on "Get introduced through a connection". To be able to utilize the Introduction feature, the person you are attempting to reach must be either a 2nd or 3rd degree connection. If this is the case, the "Get introduced..." link will be visible on the right area of their LinkedIn Profile.
3. Select one person from a list of connections available to introduce you to that person. The size of the list may vary based on how many of your connections are also connected to this person.
4. Click on the "Continue" button to make the "Request an Introduction" page appear.
5. By default, the message is set to "include my contact information". If you do not wish to share contact information at this time, click on this box until the check mark no longer appears.
6. Select a "Category" from the dropdown menu. Reasons to be used for an Introduction could be to discuss:

- a. A career opportunity.
- b. A consulting offer.
- c. A new venture.
- d. A job Inquiry.
- e. An expertise request.
- f. A business deal.
- g. A reference request.
- h. An opportunity to get back in touch.

Prior to selecting a reason listed above, review the area to the right of the message text box to identify what the member is interested in when being contacted through this feature.

7. Type a message to the person you are requesting to be introduced to.
8. Type a brief note to the person who will forward the introduction.
9. Click on the 'Send' button.

LinkedIn asks that you be respectful of the member's wishes and only use an Introduction request if the category chosen falls in to what is listed under their interests. For example do not send an introduction request to someone who identifies they are only interested in getting back in touch with old contacts. Members not abiding by this may be negatively perceived as a spammer by that person.

If you share a group with that person you will not have the option to utilize the Introduction feature. Instead, you will be able to click on "Send a message" from their profile and contact them directly.

## **Joining a Group on LinkedIn**

### **Can anyone join a group on LinkedIn?**

The membership of the group is determined by the specific group's manager. You must be approved by the group's manager in order to join the group. You may find a group to join by searching in the 'Groups Directory' or clicking on a group logo seen on another member's Profile. To search the 'Groups Directory':

1. Click on 'Groups Directory' from the 'Groups' dropdown menu (found in the top navigation bar of the home page). This should take you to the 'Groups Directory' page.
2. Find 'Search Groups' box on left side of the page.
3. Type in the group name, a keyword, a group 'Category', or a language from the drop down window.
4. Click on 'Search'.

If you received an Invitation to join a group, you may be pre-approved to join. To ensure that you are automatically approved to join the group, you should make sure that the email address you received the Invitation at is one of your confirmed email addresses on your account. Go to

'Settings' from the header of the home page, and click 'Email Addresses' to view, add or delete an email address.

## **Searching for Jobs**

### **How do I search for jobs?**

To do a basic job search, take the following steps:

1. Click on the "Jobs" link in the top navigation area of any page. This will take you to the "Jobs Home" tab.
2. Type a keyword into the "Keywords" field (e.g. Product Manager or Technical Writer).
3. Click on the "Search" button.
4. Review any job by clicking on the job or click on the link under the job to find people in your network who can help you get that job.
5. At the bottom of the last page of search results you can also click on "See more jobs from Simply Hired that fit these criteria".

To do a more advanced job search using the "Advanced Search" feature for Jobs:

1. Click on the "Jobs" link in the top navigation area of any page. This will take you to the "Jobs Home" tab.
2. Click on the "Advanced Search" tab and complete any or all of the following fields:
  - a. Type a keyword into the "Keywords" field (e.g. Product Manager or Technical Writer).
  - b. Select a location using one of the drop down options below:
    - i. "Anywhere" - This is our default setting and will locate all jobs posted with your criteria and will not be limited by location.
    - ii. "Located in or near" - Allows you to select a country and zip code. Results will come back within a 25 mile/40 kilometer radius but can be adjusted to a 100 mile/160 kilometer radius in Advanced Search.
  - c. Type a specific job title into the "Job Title" field. Type a specific company name into the "Company" field.
  - d. Click the box next to any appropriate options to identify the type of job you are seeking:
    - i. "Functions".
    - ii. "Experience".
    - iii. "Industries".
    - iv. "When Posted".
  - e. Select one of the following options from the "Sort By" field:

- i. "Relevance" - Sorts results by taking into consideration all fields you have entered.
  - ii. "Relationship" - Results are prioritized towards the top if you have connections within your network at the company with a job posting.
  - iii. "Date Posted (most recent)" - Results are prioritized based on jobs most recently posted.
  - iv. "Date Posted (earliest)" - Results are prioritized based on earliest jobs posted.
3. Click on the "Search" button.
4. At the bottom of the last page of search results you can also click on "See more jobs from Simply Hired that fit these criteria".

## **Getting Hired Through the Jobsinsider**

### **How does the Jobsinsider work?**

Whenever you view a job listing on a known job site, the JobsInsider opens up in a side pane in Internet Explorer or FireFox. This side pane allows you to automatically see your inside connections to the company whose job you are looking at. These inside connections can help you get hired for the job through informational interviews or by introducing you directly to the hiring manager.

JobsInsider can be found in LinkedIn's FireFox and Internet Explorer Toolbars. To learn more about JobsInsider and download either of these toolbars, click on "Tools" at the bottom of your home page. From there, you can click on the "Learn more" or "Download it now" button under the "Browser Toolbar" box.

## **Start or Stop Following a Company**

### **How do I start or stop following a company?**

During your career or a job search, you may become interested in developments within certain companies. The "Follow Company" feature allows you to keep up on occurrences within those companies by sending you updates through your LinkedIn account.

To follow a company of interest to you, take the steps below:

1. Click on "More" at the top of your home page and then on "Companies". This will take you to the "Companies Home" page.
2. Search for companies of interest by typing a company name, keyword and/or location by taking the steps below.

- a. To search using a company name or keyword:
  - i. Type in the company name or a keyword. As you type your information, you may be presented with a dropdown list of suggested items that may meet your needs.
    - A. If the company you are seeking appears in a dropdown list as you type, you can stop typing and click on the company name to go to that Company Profile.
    - B. If the company does not appear in the dropdown list after typing the entire word, click on the "Search Companies" button (or hit "Enter" on your keyboard if the "Search Companies" button is not visible). Clicking on a company name will take you to that Company Profile.
  - ii. From the Company Profile, click on the "Follow Company" link next to the star in the upper right area of the page.
- b. To search using a location:
  - i. Click on the "Location" dropdown and select "Located in or near".
  - ii. Modify the "Country" or "Postal Code" if needed.
  - iii. Click on the box next to "Only company headquarters" (optional).
  - iv. Click "Search Companies" to reveal a list of companies that meet your criteria.
  - v. Hover your mouse over any company name in the list to reveal a mini Company Profile.
  - vi. Click on the "Follow Company" link. You will then return to the list of search results.
  - vii. Continue to scroll down the same list of company names and select other companies to follow using the previous two steps above.
- c. Links for "More Options" and "Browse Industries" are also available to aid you in your searches. Using additional fields revealed after clicking on the "More Options" link can even help you limit your results to companies listed on Profiles of your 1st and 2nd degree connections.

It is also possible to use both the "Company Name or Keyword" field and the "Location" field at the same time to narrow your search results.

To stop following a company, take the steps below:

1. Click on "More" at the top of your home page and then on "Companies". This will take you to the "Companies Home" page.
2. Click on "Following" next to the "Companies Home" tab to reveal the list of companies you have elected to follow. If you do not see the company name, you may

need to click on "next" towards the bottom of your list to view additional pages of followed companies.

3. Click on "Stop following" under the company name. This will end the updates about this company. (To reverse this action, you can click on the "Follow Company" link that appears in its place.)

Sometimes members like receiving updates but do not like the method or frequency in which they are received. To adjust the type or frequency of these updates, you can also click on "Notification settings" located in the same area under the company name.

## **LinkedIn Etiquette Guide for Students & Recent Grads**

*What are the rules for interacting professionally online? Here are some guidelines for managing your e-manners.*

### **Q: How often should I check LinkedIn?**

A: While logging in daily is ideal, what's most important is that you maintain a consistent presence and respond to messages and connection requests in a timely fashion. LinkedIn will send you a Network Update once a week or once a day -- you can use that email as a reminder to log in and send someone a note, respond to a request or post to a group discussion.

### **Q: How do I make sure my LinkedIn profile is professional?**

A: First, be totally truthful and never stretch the facts -- remember that your profile is public. Next, post a photo that is professionally appropriate (no pets, quirky backgrounds or funny expressions).

Finally, write up your experience and credentials as you would present them on a resume or cover letter. Your writing can be a little less formal on LinkedIn, but proper grammar, spelling and proofreading are essential.

### **Q: What's the best way to request to connect with someone?**

A: LinkedIn provides a basic message "I'd like to add you to my professional network on LinkedIn," but it's a good idea to customize your requests. You'll get a better response rate if you write a brief, personalized, polite note to each potential connection reminding them how you met (if necessary) and explaining why you're interested in connecting -- e.g., to ask for advice or to keep in touch after meeting at a conference.

### **Q: How do I ask for an introduction?**

A: When you request an introduction, you'll be prompted to write a note to your mutual connection and then a separate note to the person you want to meet. In both cases, draft a compelling subject line and a short note that introduces you and explains why you hope to connect. Just remember never to ask directly for a job -- it's not polite or appropriate.

### **Q: What should I do if someone doesn't respond to my connection request or message?**

A: There is no guarantee that everyone you want to connect with will want to connect with you. If you haven't heard from a potential connection in over a month, it's okay to send that person an



email to say that you've reached out and would like to connect. If that doesn't work, it's best to move on to people who are more interested or responsive.

**Q: How do I handle a request from someone I don't know or don't want to connect with?**

A: You can either reply with a short note requesting an explanation ("Hi - can you remind me how we know each other?") or you can click "Archive" to ignore the request or save it for the future. If you definitely don't want to connect, simply click "Archive" and move on. If you want to report the person as a spammer, then click "I don't know this user." Users who receive several of these clicks are removed from LinkedIn.

**Q: Will people know if I un-connect from them?**

A: If you unconnect from someone, that person will not be alerted. Of course, if that person looks through his or her contacts or attempts to send you a message, you will no longer be shown as a 1st degree connection.

**Q: How many groups should I join?**

A: The number of groups you belong to on LinkedIn should reflect approximately the number of professional affiliations you have (or want to have) in real life. For instance, if you attend college, are an accounting major and love social media, it would be great to join your alumni group, an accounting group or two and a social media group or two. To get the most benefit from group participation, quality trumps quantity.

**Q: What is the most polite way to ask someone to write a recommendation for me?**

A: Most importantly, you want to request recommendations from people who really know you and your work, such as former bosses or professors. Customize each Recommendation Request with a polite, gracious and personalized note, and provide a few words outlining the accomplishments or qualities this person might mention about you. And, of course, always thank the person for writing the recommendation.

**Q: What's appropriate to write in my LinkedIn status updates?**

A: Although LinkedIn status updates can cross-post with Twitter, be careful only to post professional comments to LinkedIn. This means no posts about the weather or your crazy cat. The best status updates are like snippets from a networking conversation: quick notes about events you're attending, accomplishments you're proud of, articles or books you've read and professional announcements like a new position.

Overall, use your judgment, be polite and act maturely. If you wouldn't do it in person, don't do it on LinkedIn!

**Visit [grads.linkedin.com](https://grads.linkedin.com) today!**

## **Twitter for Networking and Job Searching**

(from *The Twitter job Search Guide*, by Susan Whitcomb, Chandlee Bryan, and Deb Dib)

What's the #1 job trend (according to surveys by Indeed.com and CareerBuilder.com)? How about the "Word of the Year" according to the American Dialect Society? Yes, Twitter is commonplace with employers and organizations.

- More than 1+ million job openings tweeted out every month
- 55 million tweets a day with 37% from mobile phones
- Minimal employer spending on posting jobs through Twitter
- Why Twitter: connection, free info from industry experts, live job postings, hidden job market, insider contacts, brand builder, opportunity to share professional advice

1. **Lurk 1st!** Before jumping in, wait a bit and study what's happening on Twitter. You can do this even before setting up a Twitter account by viewing Twitter user's streams. Another helpful site for lurking is [www.monitter.com](http://www.monitter.com) where you can search keywords of interest to you.

2. **Think Strategically When Setting Up Your Twitter Account.** Some people waver between using their own personal name (such as JaneDoe) or a profession (such as CEOintheKnow) for their Twitter handle. There are advantages to both; however, using your real identity can add to your name recognition. If you have a common name that is already taken on Twitter and want to use your name, add a designation that matches your profession, such as JaneDoeCPA or JaneDoeSalesExec.

3. **Write an Employer-Focused "160me" for Your Twitter Profile.** Twitter allows a maximum of 160 characters to describe who you are. Give readers a taste of the return-on-investment they'll receive from hiring you. For example: "Go-to resource for publicity for non-profits. Earned organizations cover stories in regional mags; PR delivered 10s of thousands of dollars in contributions."

4. **Remember the Photo.** Leaving out a photo in your Twitter profile is an invitation for people to immediately dismiss you. Choose a photo that looks as good as you would when going to an interview—your absolute best. There is a greater sense of connection between followers and followees when each of you can see what the other really looks like. Don't like your picture? Use an avatar, but stay on brand. These sites are great starting points for avatars: [www.BigHugeLabs.com](http://www.BigHugeLabs.com) and [www.SouthParkStudios.com](http://www.SouthParkStudios.com).

5. **Point Potential Employers to More Info About You.** In your Twitter profile, include a link to a site where employers can get more information about you, such as your profile at [www.LinkedIn.com](http://www.LinkedIn.com) or your personal website.

6. **Don't Rush to Follow When First Starting Out.** When you follow people on Twitter, it's likely they will follow you back. If your history of tweets (known as a tweet stream) isn't interesting or, worse yet, is non-existent, you'll lose the opportunity to gain new

followers. Instead, compose some interesting tweets first.

**7. Tweet On-Brand.** You'll want to tweet primarily about things that relate to your profession. Read industry news feeds, blogs, and other resources for relevant, fresh content.

**8. Use Google Alerts for Your Tweet Content.** Go to [www.google.com/alerts](http://www.google.com/alerts) to set up alerts for industry trends, news on your target companies, and more sent directly to your email. You'll look impressive as one of the first to tweet about it.

**9. Use TweetDeck or Other Third-Party Application (API).** Twitter can appear overwhelming and confusing if you're not using an API such as [www.TweetDeck.com](http://www.TweetDeck.com), [www.Seismic.com](http://www.Seismic.com), or [www.HootSuite.com](http://www.HootSuite.com). The sites can organize tweets into columns of your choosing, such as those that reference your name, those that contain a relevant hashtag or keyword (such as #TaxPreparer), or a list of followers you are particularly interested in.

**10. Follow People Who You'd Like To Know You.** Follow companies on your list of target companies, employees in those companies, recruiters, potential networking contacts, industry leaders, and others who might help connect you to the people with the influence to hire.

**11. Use Lists.** Check out [www.Listorious.com](http://www.Listorious.com) for lists of people of interest in your target companies or profession. Likewise, check out the lists that other Twitter users have created.

**12. Explore Twitter's Advanced Search Feature.** Twitter has an advanced search function that isn't readily apparent from its home page. You can find it here: [www.search.twitter.com/advanced](http://www.search.twitter.com/advanced). Use it to search for opportunities (e.g., #jobs #portland #finance) or people.

**13. Search Beyond Twitter with Twitter Search Services.** Use sites like [www.TweepSearch.com](http://www.TweepSearch.com) or [www.Twazzup.com](http://www.Twazzup.com) to find people (e.g., recruiters, finance).

**14. Remember the 75-25 Rule When Tweeting.** If you're in job-search mode, approximately 75% of your tweets should be professional, while 25% can be more of a personal nature (e.g., "Looking forward to my 25-mile ride through the Blossom Trail this weekend."). Use discretion with your personal tweets!

**15. Tweet, Tweet, Tweet, But Don't Get Sucked In.** Be careful that your time on Twitter is focused and productive. Consider starting with 15 minutes a day: spend five minutes in the morning, noon, and afternoon. During that time, consider tweeting about an interesting industry trend, retweeting someone's tweet that would be interesting to your followers, and sending an "at" (@) message to someone based on an interesting comment in their tweet stream.

**16. Recommend and Retweet—The Highest Form of Flattery.** No longer is imitation the highest form of flatter; in the Twitterverse, it's retweets. Retweet (RT) interesting tweets from people on your target company list and networking contacts. Imagine how impressed a prospective boss would be when he/she sees you retweeting information that will promote his/her company. In addition, make #FF (Follow Friday) recommendations of your target company contacts and networking contacts.

**17. Shift Twitter Exchanges into Phone and Face-to-Face Conversations.** Eventually, you will want to shift the conversation from Twitter to a telephone conversation or live meeting. Watch for opportunities to do just that, and act immediately when they present themselves.

**18. Time Your Thank You's.** As you engage people on Twitter, people will retweet you, recommend you, and compliment you. Consider thanking these people at off-times (late night, wee hours of the morning) so they don't clog your tweet stream.

**19. Schedule Your Tweets.** If you know you'll be unable to tweet at important times of the time, use an API to schedule your tweets in advance. [www.SocialOomph.com](http://www.SocialOomph.com) is a free service that will allow you to do that. [www.HootSuite.com](http://www.HootSuite.com) is another.

**20. Go Mobile.** Set up mobile alerts to stay in touch with your "tweeps" (Twitter friends) while on the road. Tweetie is a favorite for iPhone users; Android users can check out [www.twidroid.com](http://www.twidroid.com).

**21. Sign up for TweetMyJobs Alerts.** Every jobseeker, whether using Twitter user or no, should visit [www.TweetMyJobs.com](http://www.TweetMyJobs.com). Here, you can sign up for mobile-phone alerts of jobs relevant to your profession and geographic area. It's simple and free to jobseekers, and much less expensive for employers than some of the traditional job sites such as Monster and CareerBuilder, or even LinkedIn.

**22. Use Hashtags.** Hashtags, represented by the # sign in front of a word (e.g., #accounting, #finance, #programming, #healthcare), are used on Twitter to help users find all the tweets with that hashtag. Use them religiously! Find hashtags at [www.hashtags.org](http://www.hashtags.org) or watch your favorite tweeps to see what hashtags they are using.

**23. Let Your Followers Know You're Looking (But Not Too Frequently).** A savvy jobseeker featured in *The Twitter Job Search Guide* (JIST, 2010) posted this hashtagheavy tweet to gain the attention of employers and recruiters: "Looking to leverage my awesome #transportation #trucking #logistics & #supplychain tweeps to find #employment in #Charlotte NC. Suggestions?" Consider tweeting this type of information every week during your search.

**24. Get Great Career Advice on Twitter.**

**25. GIVE Generously Before You Go Asking for Help.** Twitter is a networking tool, which means the traditional rules of networking apply. Look for ways to be of service to

others *before* asking them for help. If you start off on Twitter with a tweet that says: “Got fired today. Anybody know of job openings?” you’ll not likely get much help! Finally, two words of advice: Start now. In the wisdom of master networker Harvey Mackay (@harveymackay), “Dig Your Well Before You’re Thirsty.” It takes a few weeks to really get the swing of things on Twitter. When you do, you’ll discover that Twitter truly is the ultimate barrier buster!