

The Geek Ambassador's Guide



To Using Social
Media to Find Work
You Love

So, you want or need to find a new job? Maybe you've been in your industry for many years and want to make a change, maybe you're a victim of the recent economic downturn, maybe you're hoping for greener pastures or would like to move to a new city. Well, good news! The new world of social media can help you in your job search.

If you are not already using some of these job hunting methods, you could be missing out on some of the best new job opportunities available. With human resources managers in a time crunch and small business owners pulling double or triple duty at their companies, many are turning to the world of social media to help them find qualified candidates to fill their open job positions. Social media allows them to research candidates and find out more information than a resume alone can provide. There are many new and interesting ways to market yourself to companies who are hiring that you may have heard buzz about, but don't fully understand. Here is a guide on how to use social media to land your dream job.

WHY?:

There is a lot of buzz lately about online social networks and their new role in marketing, advertising and social interaction, but did you know they can also be the key to helping you find new employment quickly? A recent study found that 80% of jobs are found through networking. Keeping in close contact with people in your networking sphere while searching for a job is very important. However, if you are currently unemployed this can be difficult. You may find that you are no longer able to pay membership dues to networking organizations that your company had been paying for on your behalf. Some organizations only allow you to retain your membership if you are currently employed with a company. When you find yourself unemployed you may lose access to contact information that you gained while working for your last employer and you can find yourself starting all over again with nowhere to turn. This is where online social networking can help you.

Online Networking is Free

For the most part, online social networks are free to join. You do not need to pay to join services such as Twitter, LinkedIn, or Facebook (which are

the three most mainstream social networks). The fact that you have time to devote to keeping your profile updated and making connections can be a huge advantage to you. You can reconnect with contacts you may have lost track of, post past work that you have done, keep a blog of your job hunting efforts and basically tell the world that you are available and looking for a new job.

Sign Up

It's free and anyone can join

Online Networking is not Exclusive

In general, you are welcome to join groups and associations within social networks even if you are currently unemployed and even if the group is not in your area of expertise. Unless the group or association is marked private, you are welcome to join groups and network with other members of that group. You can keep up on what is going on in your industry, find and make contact with key people and show off your knowledge by making posts on these groups. If you are an active member of a group you will be noticed by other members. This can be especially helpful if you are trying to break into a new field. By joining online groups and organizations in the field that you want to transition to, you can meet everyday people from that field and find out what it is really like to work in that field.

People are willing to help

People who participate in online social networks are social by nature. They are putting themselves out there to meet new people and gain new experience. If someone is in your online social network, they will answer your questions and give you feedback for the most part. When is the last time you felt comfortable asking someone in your real social network “Will you be in my network?” You just assume that they are, and they may assume differently. With online social networking, there is no question that someone is in your network. It is not as time consuming or intrusive for busy professionals if you send them a quick question asking them about their job or their area of expertise. Most people are happy to share what they know. You will have access not only to people in your local area, but to people all over the world who can help you with your job search.

Online social networking can help you to make contacts quickly. It also helps you to keep track of your contacts and get information to a large group of contacts all at once. It is a very efficient way to network yourself into a job you will love.

How?:

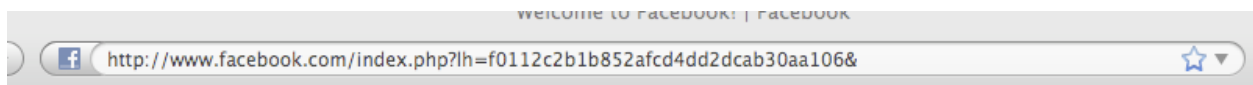
Chapter 1: Facebook

Facebook is an online social networking site. Facebook is designed to help you keep in touch with friends, family members and social contacts. Through Facebook you can find long lost friends and classmates and get back in touch with them as well as keeping in contact with the people you talk to on a regular basis. You can update everyone at once on what you are doing, post photos and join groups according to your interests allowing you to expand your circle of contacts even more. Facebook is mostly used by people for social networking and not business networking, but you can form contacts using Facebook which will allow you to prospect for a job with those you are close with as well as those in your outer circle who you may not have access to otherwise.

How To Join

In order to take advantage of Facebook as a networking tool, you will need to join and fill out your profile.

Go to www.facebook.com.



On the landing page, there is a place for you to begin if you do not already have an account.

facebook

☐ Remember Me
 [Forgot your password?](#)

Facebook helps you connect and share with the people in your life.

Sign Up
It's free and anyone can join

Full Name:

Your Email:

New Password:

I am: Select Sex:

Birthday: Month: Day: Year:

Why do I need to provide this?

To create a page for a celebrity, band or business, [click here](#).

Enter your name and email address a password, your gender and your birth-date and click the sign up button.

Next there will be a security check to make sure you are a real person. Retype the that appears in the box.

Sign Up
It's free and anyone can join

Security Check
Enter both words below, separated by a space.
Can't read the words below? [Try different words](#) or an audio captcha.

Text in the box:

[Back](#)

By clicking Sign Up, you are indicating that you have read and agree to the [Terms of Use](#)

Facebook will then send a confirmation email to the email address you signed up with. Check your email and follow the instructions which will take you back to the Facebook site.

Facebook Registration Confirmation

From: Facebook (register+AanN0b2NzZGFsZU8nZWVhY1YXNzYWRvdS5jb20@facebookmail.com)
 ⚠ This message may be dangerous. [Learn more](#)
 Sent: Tue 4/28/09 5:45 PM
 To: jstockdale@geekambassador.com

Hey Jennifer,

You recently registered for Facebook. To complete your Facebook registration, follow this link:
<http://www.facebook.com/c.php?code=652773198&email=jstockdale40geekambassador.com>

Facebook helps you communicate and stay in touch with all of your friends. Once you join Facebook, you'll be able to share photos, plan events, and more.

Thanks,
 The Facebook Team

Now its time to find some contacts. By entering your email address and password for your email server, Facebook can search your address book and let you know if any of the people in your address book are already on Facebook. You can choose to send a friend request to whichever of these contacts you wish. Facebook can also send an invitation to your contacts not already on Facebook asking them to join. You can select which of your contacts, if any, you want to send an invitation to. If you prefer not to have Facebook search your email contacts, you can skip this step; however it is one of the best ways to find people that you already know on Facebook.

The screenshot shows the Facebook 'Find Friends' interface. At the top is a navigation bar with the Facebook logo and links for Home, Profile, Friends, and Inbox. On the right of the bar, the user's name 'Jennifer Stockdale' is displayed, along with links for Settings and Logout, and a search bar. Below the navigation bar is a progress indicator with three steps: 'Step 1 Find Friends' (active), 'Step 2 Profile Information', and 'Step 3 Join a Network'. The main content area is titled 'Find friends using your email account' and includes the text 'Searching your email account is the fastest and most effective way to find your friends on Facebook.' Below this, there are two input fields: 'Your Email:' with the value 'jennifer_stockdale@hotmail.com' and 'Password:' with the value 'Password entered on Windows Live'. To the right of the password field is a green checkmark and the text 'Valid webmail address'. A blue 'Find Friends' button is positioned below the password field. At the bottom of the form, there is a small disclaimer: 'Click "Find Friends" to import your contacts from Windows Live Hotmail. Facebook won't store your password or contact people without your permission.' and a link 'Find people you Instant Message'.

In Step 2 you will fill out your personal profile. There are sections to fill out information such as where you went to school, your home town, where you work, your hobbies, interests, political and religious affiliations. You can choose to add as much or as little information as you want. However, you will certainly want to fill out the information about where you work and it is a good idea to fill out your hometown and where you went to school so that people who may be looking to reconnect with you can find you. Facebook will helpfully give you a list of people who went to your high school and college during the same years you attended so that you can select any additional friends that you may want to add.

This screenshot shows the 'Fill out your Profile Info' step in the Facebook setup process. At the top, there are three steps: Step 1 (Find Friends), Step 2 (Profile Information), and Step 3 (Join a Network). The current step is Step 2, which is highlighted. Below the steps, the text says 'Fill out your Profile Info' and 'This information will help you find your friends on Facebook.' There are three input fields: 'High School:', 'College/University:', and 'Company:'. Each field has a 'Class Year:' dropdown menu. A 'Save' button is at the bottom.

Step 3 Asks you to join a Network and will give you several choices of major cities near you. Choose the city in which you hope to work or in which that you have the most contacts.

This screenshot shows the 'Join a Network' step in the Facebook setup process. At the top, there are three steps: Step 1 (Find Friends), Step 2 (Profile Information), and Step 3 (Join a Network). The current step is Step 3, which is highlighted. Below the steps, the text says 'Join a Network' and 'Which of these places do you identify with most?'. There is a 'City/Town:' input field with 'Washington, PA' selected. Below it, there is a 'Networks:' section with three radio button options: 'Wheeling, WV' (selected), 'Pittsburgh, PA', and 'Morgantown, WV'. A 'Join' button is at the bottom. Below the button, there is a note: 'You can see profiles of other people in your networks, and they can see yours. You can change this on your privacy settings page.' A 'Skip this step' link is at the bottom right.

Facebook will then give you an opportunity to search for additional friends with its search feature, so you can type in the name of anyone you are interested in adding and see if they are on Facebook. When you send someone a friend request, they must choose to accept it in order to be added to your network and Facebook will notify you by email when your request was accepted and if you have any friend requests from other people. Remember, you must accept the friend request as well in order to be added to someone's network. Facebook will also give you suggestions of people that you may know on the right side of your screen from time to time based on your activities. You also can look at the contacts of your contacts to see if there's anyone that you know in common or anyone that you are interested in meeting and request to add them to your network. Keep in mind that the term 'friend' is used rather loosely. Don't be afraid to

add acquaintances, people you have worked with previously, friends of friends, networking partners or people who you would like to get to know better. If you send a request to someone who doesn't know you, though, include a personal message explaining why you would like to add them to your friend list. I have met some great people who sent me friend requests out of the blue because we had a similar interest or hobby. It's a great way to expand your circle.

How to Work Your Contacts

Now use your Facebook page to update everyone on what you're doing. Post links to articles or websites that you found interesting. Post pictures of events that you attended or even of your dog. Let your followers know who you are and what you do. You can use the mobile version of Facebook on your blackberry or other internet-enabled phone. The iPhone has a Facebook application that keeps you automatically logged in so that you can get and give updates easily. The point of Facebook is to get to know those on your friend list and to let them get to know you. Facebook is an excellent way to keep networking even if you are out of work or if you are strapped for time in a busy job currently.

Another way to reach out to networking contacts in the field you want to be in is to create a group for your niche on Facebook. The group will help to attract others who are interested in or working in the same field that you are targeting. For example, if you are an accountant, but your dream job is to do wedding photography, you can start a group for freelance photographers. Then you can meet people with like interests. Or you can start a group for people who are planning to get married in the next year and meet potential future clients that can hire you. You can create a group on Facebook by clicking on the group icon at the bottom of your screen. This will list any groups you are a member of and will also give you an option to create your own group. You will then have the option to invite any or all of your friends to join this group and they, in turn can invite their friends. You can also join groups associated with your area of expertise and contribute articles and information and answer questions posted by other members. If others see you posting frequently on groups it will help to establish you as an expert in their eyes and they will seek you out when they need advice, or perhaps need to hire someone in your field.

Facebook Quick Tip

Did you know that you can search for others on Facebook who have the same interests as you? On your profile pages, the TV, Movie, Book, and Activities that you listed are highlighted in blue. If you click on one of these, it will give you a list of people who gave the same answers in their profile. The list will show your friends first and then others on Facebook. Who knows, you may be able to find a new friend or potential employer with this technique.

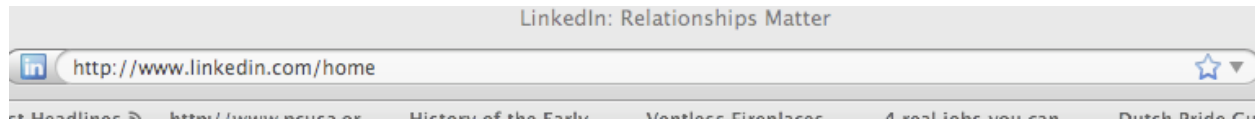
[Desperate Housewives](#), [Skins](#), [Terminator: The Sarah Connor Chronicles](#), [Big Bang Theory](#), [Samantha Who](#), [House](#), [Ghost Hunters](#), [Mythbusters](#), [Csi Miami](#), [Csi: Ny](#), [Southpark](#), [Ugly Betty](#), [Grey's Anatomy](#), [My Name Is Earl](#), [The Office](#), [30 Rock](#),

Chapter 2: LinkedIn

LinkedIn is relatively similar to Facebook in its set up and usage. However, LinkedIn is geared more strictly toward business usage. LinkedIn is a great tool to gain contacts in your current industry, or a new industry if you are looking to make a career change. There is an area to highlight your current and past work experiences. LinkedIn can help you to get in contact with past classmates, past and present colleagues and business contacts and keep their information in one place, help you to discover inside connections and companies in your career target, get industry advice and join industry related forums.

How to Join

To set up your LinkedIn account simply go to www.linkedin.com.



Enter your information (first name, last name, email address and a password), You will then be asked to fill in information on what area you are located in and information about your current position and company.

A screenshot of the LinkedIn registration page. The page features the LinkedIn logo and navigation links like 'Home', 'What is LinkedIn?', 'Join Today', 'Sign In', and 'Language'. The main content area is titled 'Join LinkedIn Today' and includes a 'Join Now' button. Below this, there is a search bar for finding people by name and a 'People directory' link. The registration form itself has fields for 'First Name', 'Last Name', 'Email', and 'Password' (with a note '6 or more characters'). A 'Join Now' button is prominently displayed, with a link for 'Already on LinkedIn? Sign in.' below it. A small disclaimer at the bottom states: '* By clicking Join Now, you are indicating that you have read, understood, and agree to LinkedIn's User Agreement and Privacy Policy.'

LinkedIn will then ask you to confirm your email address. Check your email for an email from LinkedIn and follow the link to confirm your address. You can then log on and begin to fill out our profile.

Please confirm your email address

From: **messages-noreply@bounce.linkedin.com** on behalf of **LinkedIn Email Confirmation**
(emailconfirm@linkedin.com)
⚠ You may not know this sender. [Mark as safe](#) | [Mark as junk](#)
Sent: Tue 4/28/09 6:18 PM
To: Jennifer Stockdale (jstockdale@geekambassador.com)

LinkedIn

[Click here](#) to confirm your email address.

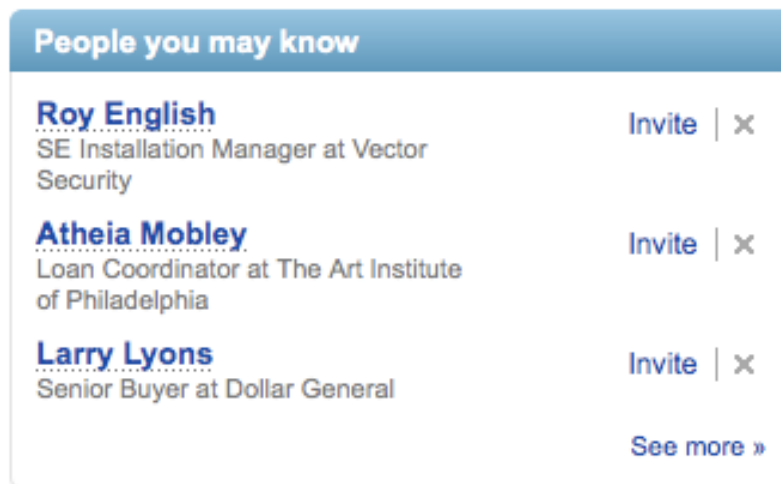
If the above link does not work, you can paste the following address into your browser:

<https://www.linkedin.com/e/cnf/17j81tnVxdEBxPdUi78tFivq5dIWgToOWYjI8VJcZzew/>

You will be asked to log into your account to confirm this email address. Be sure to log in with your current primary email address.

We ask you to confirm your email address before sending invitations or requesting contacts at LinkedIn. You can have several email addresses, but one will need to be confirmed at all times to use the system.

Be sure to upload a current, professional picture of yourself that reflects the type of business that you do (for example if you work in a corporate environment, don't use that picture of you at the beach). You can fill out detailed information about your current position, your past experience, your education and your specialties. Use your page to keep your contacts updated on what you are accomplishing professionally (seminars you attend, classes you are taking, groups you are joining). Update your status with projects that you are working on, links to news stories about your company or industry or interesting observations you have made.



Just like Facebook. LinkedIn will give you an opportunity to search for people that you know using your email address book. It will also search for people on LinkedIn who work at your current company, at previous companies as well as people who you attended college with. You can send requests to connect to the people who you know. In order to avoid unsolicited contact and spamming, LinkedIn asks you to prove how you know the people who you are asking to connect with, so you will need to fill out this information before sending the invitation to connect.

How to Work Your Contacts

You can also search for people and companies that you want to connect with using the search feature. LinkedIn will also suggest people that you may know on the right side of your home page. LinkedIn displays three suggested people based on your industry and other connections, but you

can click on “see more” to see more people that you may know. You may then choose to add these people to your network.

LinkedIn also has groups that are similar, though a bit more formal than those on Facebook. Groups on LinkedIn are generally related to your profession. Many professional organizations also have group pages on LinkedIn. For example, if you want to work for a company, the American Moving and Storage Association has a LinkedIn group that you can join to get connected with other movers. You will want to search the various groups available and join the groups that pertain to your industry. Some groups allow you to join freely and some require approval from the group administrator. You can also search for groups that target the field you want to be in. Joining these groups can help you to gain perspective on the challenges and issues that this industry is facing.

When you join a group on LinkedIn, you will receive updates from that group via email. You can post information or forum questions or respond to others’ questions and postings. This, as with Facebook, helps you to show off your area of expertise and helps to establish you as the go-to person in your field. You can find groups by using the drop down menu on the search feature. Select “groups” from the drop down menu and type in the subject matter of the group you wish to join.

Linkedin Groups

May 29, 2009

twitter innovators Innovation & Creativity Network of Tweeters

Activity: [9 discussions](#) | [2 news discussions](#) | [4 news articles](#)

Discussions (9)

[Saw some Twitter slogans on T-shirts....What does "140 is the new 420" mean?](#) [2 comments](#)
»

Started by Janet Jennewein, Independent Marketing and Video Professional

[What books do you think every web entrepreneur should read?](#) [0 comments](#) »

Started by Paul Wilson, Web Marketing Professional

[FREE Twitter Telesummit with 15 Twitter Experts including Joel Comm! <http://tinyurl.com/twittertelesummit> May 25 - 29](#) [0 comments](#)
»

Started by Nick Tako, Business Strategist and Management Consultant for Online and Offline Businesses

[I will approve any Connection request that also leaves a comment here that has some substance to it](#) [0 comments](#)
»





Started by Greg Staffa, www.gregstaffa.com

[2009 Social Media Conferences We have scoured the internet and have compiled a list of the most interesting Social Media Conferences for the second half of 2009. <http://tinyurl.com/quw8sk>](#) [2 comments](#)
»

Started by Jeoqualina Noble, Account Manager at Premier Social Media

If you have clients that you have done business with previously on LinkedIn, ask them for a personal recommendation. Clients that you are connected with can fill out a brief recommendation that potential future employers can view. The number of recommendations that you have is displayed next to your personal listing. Gaining recommendations on LinkedIn also helps to establish your credibility more quickly to others who may be considering hiring you.

Recent recommendations

-  **Jason Mandell** - 28 seconds ago
Business Consultant (San Francisco Bay Area)
While I was Acting VP of Marketing of think3 in 2002 at... [see more](#)
Recommended by [Russ Henke](#)
-  **Joseph Caradine** - 1 minute ago
IT Consultant (Huntsville, Alabama Area)
Joseph can get the job done effectively and precisely. He is... [see more](#)
Recommended by [Tiffany Palladino](#)
-  **Pete Wallstrom** - 1 minute ago
Adventure trip provider (Medford, Oregon Area)
I've traveled with Pete on 4 river trips, 3 of them covering... [see more](#)
Recommended by [Alan Levine](#)
-  **Kristian Turner** - 2 minutes ago
Architect (Greater Los Angeles Area)
Very honest person, finish my project on time and... [see more](#)
Recommended by [Ralph Chung](#)

So how can you prospect for a job opportunity on LinkedIn? First dust off that old list of target companies in your desk and search for them on LinkedIn. You may just have a connection that you didn't know about at that company already. Say, for example, DHL was on your list of target companies. DHL's company page reveals that one of your connections is connected to someone who works there, so you can ask for an introduction to that person through your current connection. The page also lists all of the other people with profiles on LinkedIn who work at DHL. If the contact person in charge of hiring for the position that you want is listed, you can view their profile and perhaps join a common group in order to better network with them. DHL's company page will also give you a great overview of the company to help you to tailor your resume and proposal to better suit their needs.


Companies beta

Companies Home | Add Company | FAQ

DHL

Last edited by IT & Operations Mgr at Oryza Spa |

a division of DeutschePost DHL, DHL is the largest logistics and shipping corporation in the world, delivering to over 230 countries worldwide. DHL is comprised of a handful of sub-divisions, including DHL Express, DHL Global Forwarding, (formerly known as Danzas), DHL Freight and DHL Supply Chain (formerly DHL Exel Supply Chain).



Specialties

Shipping, Express Courier, Aviation, Logistics

Current Employees (500+ total, 1 in your network)

Jared Patterson, DFSM Area 3 TSP
through Mark Smyke

Duncan Craig, Health & Safety Advisor

Cedric Yuen, Customer Operations Manager

Zigor González, Director Comercial Bizkaia

Wei Shan Sim, Global Communications Executive

Related Companies

Parent Company

- Deutsche Post AG

Divisions

- DHL Aviation

Mergers

- Danzas AEI

Career path for DHL employees before:

- Exel
- UPS

DHL employees are most connected to:

- DHL Global Mail
- Exel
- Escapism Media
- Process Improvers

[See more »](#)

LinkedIn also has a great search feature that will bring up all of the companies in which you have first and second degree contacts. You can search this list for companies that you would like to do work for and turn those 2nd degree contacts into first degree contacts by asking for introductions.

Search Results

696 results found. Network: 1st and 2nd degree companies only

1st - You know someone at company **2nd** - Your connection(s) know someone at company

	Company	Headquarters	Employees
2nd	Exel Logistics	Columbus, Ohio Area	10,000+
2nd	Exel	Columbus, Ohio Area	10,000+
2nd	Household International	Greater Chicago Area	10,000+
2nd	NYPD	Greater New York City Area	10,000+
2nd	McNeil Consumer Healthcare	Greater Philadelphia Area	10,000+
2nd	Nickelodeon (1 job)	Greater New York City Area	10,000+
2nd	Randstad HR Solutions	Amsterdam Area, Netherlands	10,000+
2nd	MultiServ	Greater Pittsburgh Area	10,000+
2nd	Pearson School Systems	Sacramento, California Area	10,000+
2nd	Southern Wine and Spirits	Miami/Fort Lauderdale Area	10,000+
2nd	World Vision	Greater Seattle Area	10,000+
2nd	Washington Mutual Card Services	San Francisco Bay Area	10,000+

Modify Your Search

Company Name or Keyword:

Industry:

Choose industry...

Location:

Anywhere

Country:

United States

Postal Code:

☐ Search headquarters only

Limit Search to:

☐ All Companies

☒ Only 1st and 2nd Degree

Company Size:

☐ 1-10 ☐ 501-1000

LinkedIn also has a paid version that will allow you to search for and message your target companies through In Mail, which LinkedIn boasts as having a 30% response rate. It also allows you to put out an alert for your target companies. LinkedIn will alert you when new companies matching your target criteria join the network.

Upgrade Your Account

Find and contact the right sales leads

- 👉 **Get more warm leads.** Search and view profiles of 40 million prospects at 200,000+ companies.
- 👉 **Directly contact decision makers.** Messages sent via LinkedIn — "InMails" — get a 30% response rate.
- 👉 **Effortlessly build a funnel of qualified leads.** Search alerts deliver a weekly list of profiles that match your target criteria.

	Recommended for Sales Professionals	
<input type="radio"/> Business \$24.95 per month	<input checked="" type="radio"/> Business Plus \$49.95 per month	<input type="radio"/> Pro \$499.95 per month
3 Messages per month	10 Messages per month (\$100 value)	50 Messages per month
300 Profiles per search	500 Profiles per search	700 Profiles per search
5 Search Alerts emailed weekly	7 Search Alerts emailed weekly	10 Search Alerts emailed weekly

LinkedIn is a great resource for the business owner for finding qualified employment candidates. Companies can post jobs on LinkedIn and many simply ask casually for job candidates on industry group forums.

LinkedIn Groups

May 29, 2009

Movers Referral Network

Activity: | [1 Job](#)

Job Discussions (1)

[I'm searching for a General Manager for Mesa Systems' Denver location. Branch management and industry experience required. Please send resumes to khead@mesasystemsinc.com](#) [0 comments](#) [»](#)

Posted by Kevin Head, President/CEO at Mesa Systems and Owner, Mesa Systems

Find the best talent on LinkedIn

- Reach over 40 million top professionals
- Be alerted to good matches automatically
- Receive on average 30 applicants

[Get Started »](#)

Don't want to receive email notifications? [Adjust your message settings.](#)

LinkedIn Quick Tip

A profile on LinkedIn will improve your personal search engine ranking. When someone searches for you on google your LinkedIn profile will be one of the first, if not the first listing so that people looking for you will find your professional LinkedIn profile first, rather than that fraternity picture of you that's posted on an old classmate's personal page.

Both Facebook and LinkedIn provide many opportunities for you to reach out to prospective employers, establish yourself as an expert in your field and show off your knowledge and job qualifications. They are both inexpensive and creative ways to engage the people who are in a position to hire you. Your success at job hunting using Facebook and LinkedIn will depend on the time and resources that you are able to devote to them.

Chapter 3: Twitter

Twitter is a social networking group that only allows you to post the answer to the question "What are you doing right now?". By posting a profile on twitter, people can "follow" you around all day and read what you are doing. You can post as little or as often as you like, but your posts are limited to 140 characters. You can include a picture or link to a web page or article as part of your post. There is a combination of regular people, professionals and celebrities who use Twitter.

There are two reasons to be interested in Twitter. The first is that you can establish yourself as an industry expert to your followers and position yourself for the job that you want.

The second is that you can “follow” anyone you want to on twitter and this can help you keep an eye out for job opportunities or opportunities to show what you know about the field in which you are job searching . Following someone on Twitter means that each update they make is broadcasted to you.



How To Join

It is extremely easy to create a twitter account. Go to www.twitter.com.

A screenshot of the Twitter account creation page. The title is 'Join the Conversation'. Below it, a link says 'Already use Twitter on your phone? Finish signup now.' The form includes fields for 'Full name', 'Username', 'Password', and 'Email'. Below the email field is a checkbox labeled 'I want the inside scoop—please send me email updates!'. A CAPTCHA section shows the words 'operates' and 'time' with a prompt 'Type the words above'. To the right of the CAPTCHA is a 'Can't read this?' section with links for 'Get two new words', 'Listen to the words', and 'Help'. A 'Create my account' button is at the bottom. A small bird icon is in the bottom right corner.

You will enter your name, a username, password and your email. Twitter will let you know if your username has already been taken. You can sign up for multiple twitter accounts as long as you have a different email address for each. For example you could have a personal twitter account to keep up with your friends and one just for job hunting. You will then be asked to prove that you are human by typing in the typical nonsense code words. Just like with Facebook and LinkedIn, Twitter can check your email address books to see who you know who is already on twitter.

Name Jennifer Stockdale
Location Pittsburgh, PA
Web <http://www.geekam...>
Bio People always ask What's going on in that head of yours?....well, here you go!

44

following

72

followers

Updates 140

Favorites

Following



[View All](#)

Twitter has a very brief profile section that you can fill out letting those interested in following you what you are all about and what sorts of updates you will be giving. You can also upload a photo. Depending on your type of business, this can be a photo of you or an eye catching photo that matches your job searching message. Again, Make sure you use a photo! Many people will not follow twitter users without a photo.





How To Work Your Contacts:


After you have signed up it is time to go about the business of finding people of interest to follow and gaining followers yourself. Twitter has a search feature that allows you to search for people who you know to follow. Twitter will also provide you with list of suggested users. These users are mainly celebrities, news outlets or people who already have a large following on Twitter. Following some of the suggested users that interest you is a good idea because these are the people who are using twitter to its fullest advantage and you can see what they are doing right and follow suit. The best way to gain followers on twitter is to follow those who you would like to follow you. Most people that you choose to follow will reciprocate and follow you back as long as your message is interesting to them.

Find people. Follow them.

Find on Twitter Find on other networks Invite by email Suggested Users

Maybe you've heard of these Twitter users? Select the people you'd like to start following.

<input type="checkbox"/> Select All		
<input type="checkbox"/>	 Dell Outlet	electronics. Question/comment? Contact Stefanie Nelson at @StefanieAtDell. More Dell Twitter accounts at www.Dell.com/Twitter
<input type="checkbox"/>	 Twitter	Always wondering what everyone's doing.
<input type="checkbox"/>	 JetBlue Airways	Have a question? Follow us and let us help! - Currently on duty: Morgan and Gigi
<input type="checkbox"/>	 FragDolls	Ubisoft's all-girl professional gaming team. We're passionate about video games and geek culture, and love to see

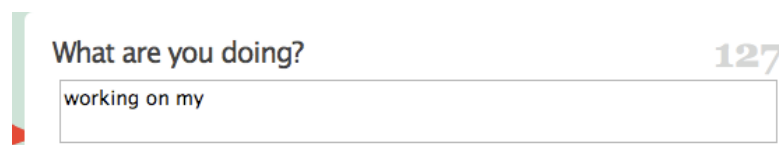


Follow

The Twitter search feature (especially the advanced search feature) is one of the best ways to find great people to follow. Using the Twitter search feature you can search for Tweets with certain words or phrases. You can search by date and time, location, or person. For example if you were looking for a job at a certain company, you can search for that company. When people are twittering for professional reasons they will often use the name of their company in their post. If you find someone on Twitter professionally representing the company that you want to work for, you will want to make it a point to follow them. So, how on earth do you get prospective employers to follow you back? One way you can gain followers is to follow people. Following someone makes them aware of your presence , since they will get a notification when you start following them. They are likely to read your profile and if they find you interesting or feel that your tweets will be of value to them, they will opt to follow you as well. Another way that you can gain follower is to send them a direct message introducing yourself. Also by following people who work for companies that you would like to work for, you can keep up with them daily and be the first to know if they mention available positions or have needs that you might be able to fulfill within their company. Although following people on twitter can be time consuming, if you are careful to concentrate on the best prospects, it is considerably more effective than cold calling or mass mailing resumes as you are reaching the prospect directly and you have access to more information and can connect on a more personal level.

What's What in Twitter

Twitter entry: A twitter entry can be anything you want. What you are doing, how you are feeling, a link to an article or a caption for an attached picture. Each twitter entry is limited to 140 characters or less. When you begin to type in the twitter entry, the characters you type in are counted down from 140 so that you know when you are running out of space. If you type more than 140 characters, the remaining text will not show up in your twitter entry.

A screenshot of a Twitter search bar. On the left, there is a vertical bar with a green top half and a red bottom half. To the right of this bar, the text "What are you doing?" is displayed in a light gray font. Below this text is a white rectangular input field with a thin gray border. Inside the input field, the text "working on my" is visible in a light gray font. To the right of the input field, the number "127" is displayed in a light gray font.

What are you doing?

working on my

127

@yourname: This is how you are tagged in Twitter. In order to send someone a message in Twitter you put the '@' symbol and their user name before the text that is meant for them. When you tag someone using this method, the tag becomes a link back to their profile. You can look at the profiles of others who are tagged in twitter entries that you are reading



JeanneBehr @JenStockdale Hi, Jennifer! Glad I found you here. Checked out <http://geekambassador.com/i....> We need to talk!

5:54 AM Mar 27th from web

Re-tweet (RT); A re-tweet is like forwarding an email. If someone you are following has said something of interest (or sent an article of interest) you can “re-tweet” their entry so that everyone who is following you can see it too. If you are trying to spread an important message you can ask for it to be Re-tweeted in your entry. Re-tweet is shortened to RT in Twitter entries because of the 140 character limitation (*ex: I m looking for a new sales position, please RT*). Re-tweeting is the way that your message will get spread virally via twitter, so you want to make entries that are interesting enough to be re-tweeted.



Tiny URL: If you want to include a link to a story or article, but it is too long to fit within your 140 characters, you can get a shorter url made up. Simply go to www.tinyurl.com, type in the url and tiny url will generate, you guessed it, a tiny url for you to use as a link. If you are using a mobile phone twitter program such as Tweetie the program will automatically create a shortened url for you.

Welcome to TinyURL!™

Are you sick of posting URLs in emails only to have it break when sent causing the recipient to have to cut and paste it back together? Then you've come to the right place. By entering in a URL in the text field below, we will create a tiny URL that **will not break in email postings** and **never expires**.

Enter a long URL to make tiny:

Custom alias (optional):

http://tinyurl.com/
May contain letters, numbers, and dashes.

Hashtag #: The hashtag before a word tags it as a trend. People can then lookup all of the twitter entries that have noted that subject. This method helps you to be able to follow important topics and also to easily create important topics of your own for others to follow.



offall نامہ سرگشادہ کرویٰ بہ ضرغامی
[#IranElection](http://bit.ly/12HjmS)
6 minutes ago from web

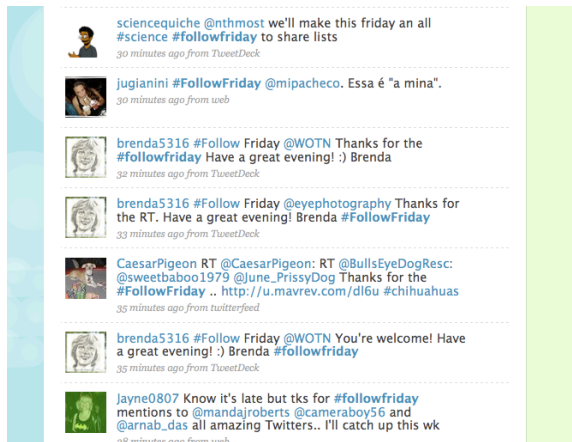


baha54 Unconfirmed reports on a planned arrest or assassination of Mousavi w/ the assassin killed on the spot.
[#iranelection](#)
6 minutes ago from web



LTVX RT: Clashes on tuesday [#iranelection #iran #mousavi #tehran](http://bit.ly/Za4cm)
6 minutes ago from web

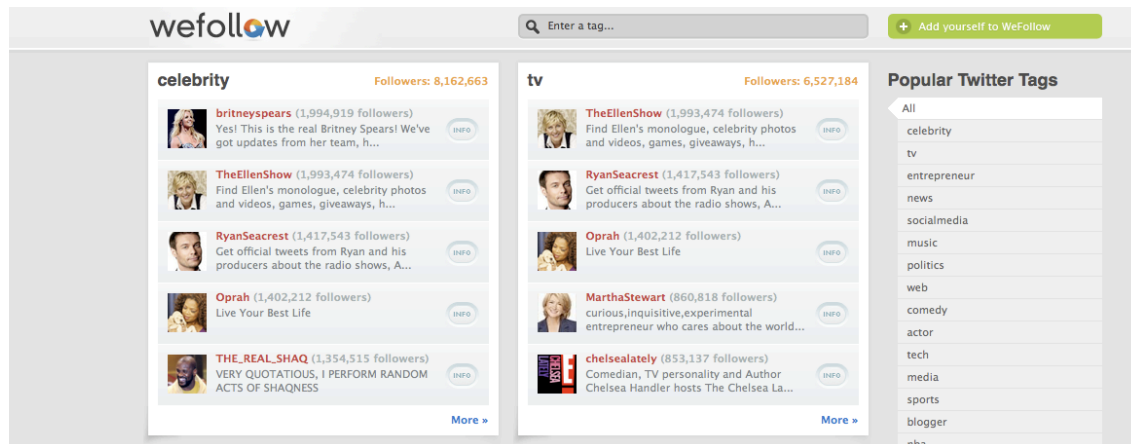
#followfriday: Follow Friday is a twitter trend. Each Friday you send a twitter message noting which of the people you are following is a great person to follow. It is considered a kind thing to do to mention those that you enjoy following on followfriday. Having others mention you is a good way to gain additional followers. The followfriday is sort of like a twitter referral program and it is polite to reciprocate if someone mentions you on followfriday.



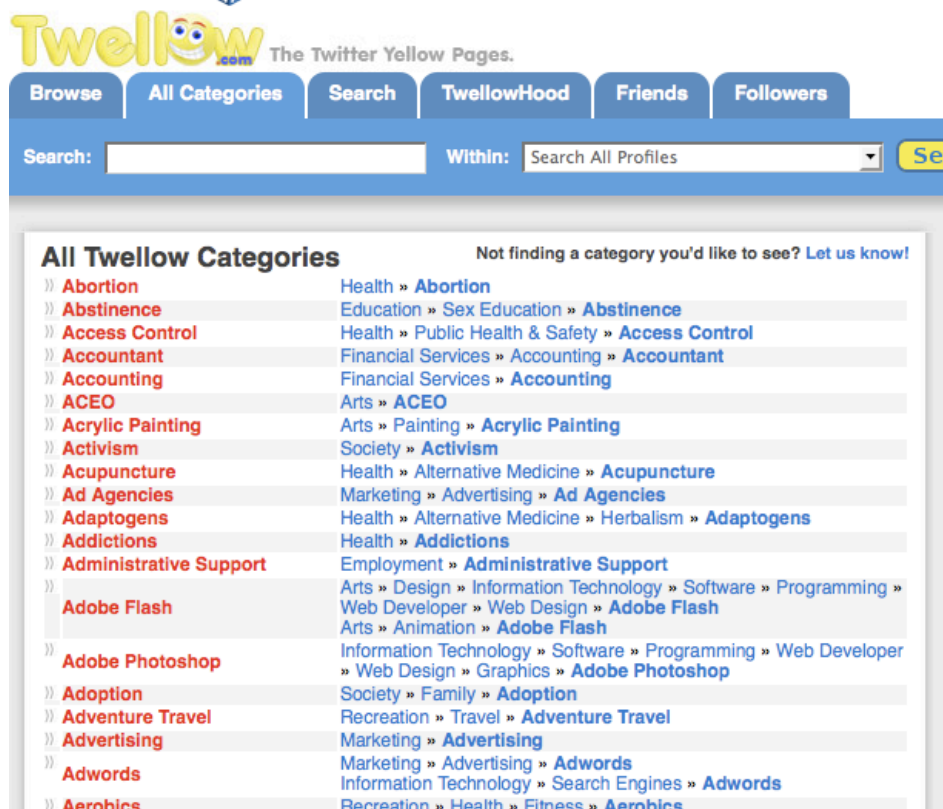
Mobile Features: You can update your twitter account on the go with specialized applications available for a variety of cell phones. Tweetie is a great application available for the iphone that will allow you to keep track of multiple accounts, conduct searches, update your accounts and direct message and reply to people.

Twitter Directories

There are several twitter directories available for you to find people to follow as well as promote yourself and your company to your target market. Wefollow is a large directory of twitter users and their businesses. Have a look at Wefollow, to find out who is listed in the field you would like to work in. You can find out who is twittering for various companies and follow them to get the inside scoop on job openings. Be sure to list yourself as well so that prospective employers can follow you easily as well. Wefollow allows you to list yourself under several categories and will tell you how many twitter users are already listed under that category. You will want to list yourself in some categories that have the fewest listings (or make a unique listing) as well as the obvious categories for your field. This makes your twitter handle stand out if someone is searching for something a little more specific than the general industry that you are in.



The directory Twellow calls itself the yellow pages for Twitter. Just like the telephone yellow pages, you will want to make sure you are listed here. Your listings in Twellow and Wefollow are free.



The key to attracting, finding and keeping followers on twitter is to update frequently with interesting information. Be sure to engage with your twitter audience by asking questions, sending messages and following up on questions directed to you. Twitter is a great way to keep yourself and your

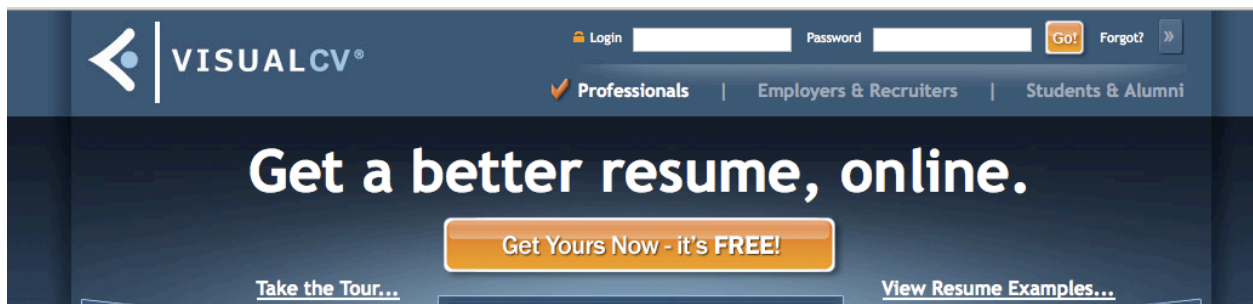
message constantly in front of people who may be able to help you with your employment search.

Chapter 4: Visual CV

Visual CV is a free online resume tool that you can use to give perspective employers a deeper look into your work experience. While its not a social networking platform, Visual CV is a great new tool for landing that dream job. Having a Visual CV resume in addition to your paper resume will allow those doing resume screening to get more information than your resume alone can provide, and since its in html format, it is attractive and easy to read on a computer screen and provides more information without appearing cluttered.

How to Set it Up

Go to www.visualcv.com and the click the “Get yours now, its free” button



Fill out and submit the required information.

Getting Started: Welcome to VisualCV!

VisualCV is the first website that allows you to create an Internet-based, media-rich resume, build and manage an online career portfolio, and securely share professional qualifications with your customers, partners, employers and colleagues.



Create Your Account

Complete this form, validate your email address to activate your account and you're ready to begin.

Get Started Now - It's EASY, FUN and FREE!

First Name:

Last Name:

Email: A valid email address is needed to activate your membership


Email Confirmation:

Login Name:

[Check Availability](#)

Passwords must be 8 characters in length

You will then be sent a confirmation email. Check your email and follow the instructions. You can then begin to edit your online resume. The resume is sectioned off into several fields which include areas such as work experience, education, references, and skills. You edit and add information to any of these fields that you choose or you can delete the field entirely. Visual CV also allows you to add custom fields if there is something that you would like to highlight that is not already listed. If you've already set up your past work experience on LinkedIn, you can import the same information to Visual CV directly from LinkedIn. You can also copy and paste information from your resume to stay consistent and to make the setup easier for you. Visual CV offers many sample resumes from various fields and management levels so that you can see what an appropriate resume for your field would look like.




Barack Obama

44th President of the United States

1600 Pennsylvania Ave NW
Washington, DC 20500
United States

w: (202) 456-1414 (switchboard)

My Website: <http://www.barackobama.com>
My Office: <http://www.whitehouse.gov/>
White House Blog: <http://www.whitehouse.gov/blog/>



Obama for America: Change We Can Believe In

Elected the 44th President of the United States on November 4, 2008, and sworn in on January 20, 2009. He and his wife, Michelle, are the proud parents of two daughters, Malia, 10, and Sasha, 7.

"We remain a young nation, but in the words of Scripture, the time has come to set aside childish things. The time has come to reaffirm our enduring spirit; to choose our better history; to carry forward that precious gift, that noble idea, passed on from generation to generation: the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness."


- President Barack Obama, Inaugural Address - Washington, DC, January 20, 2008

"If there is anyone out there who still doubts that America is a place where all things are possible, who still wonders if the dream of our founders is alive in our time, who still questions the power of our democracy, tonight is your answer. Tonight, because of what we did on this date in this election at this defining moment, change has come to America"

- President-elect Barack Obama - Grant Park, Chicago, November 4, 2008


The sidebar to the right can be used to highlight samples of your work such as articles you have written, websites you have designed, film, art or photography. Anything that can be saved as a computer file can be uploaded and placed as a link in your “portfolio” section. You can also choose to add custom highlight sections to the sidebar.

The Moment




Click image to view "The Moment."

[Inaugural Address \(full text\)](#)



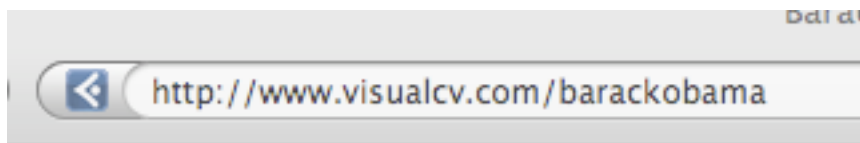
Inauguration and Address Video

Our Future is Now



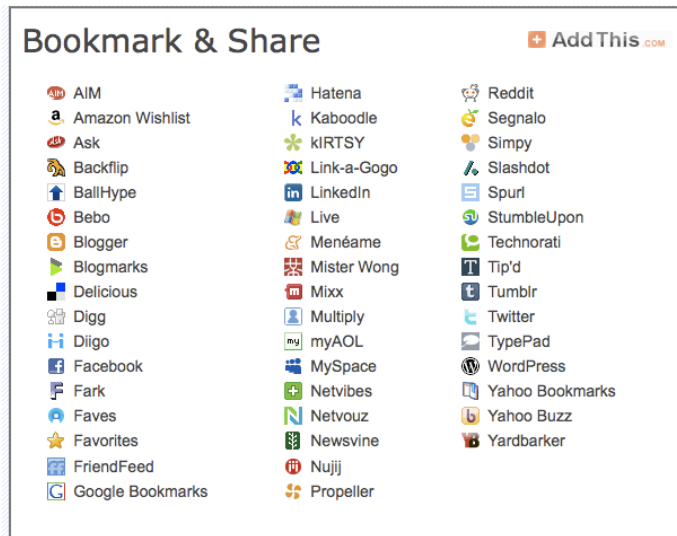
Make it Yours

You can customize your online resume to make it stand out. Visual CV gives you various color and background themes to choose from. You can also upload a picture of yourself or a picture that represents the career objective that you are seeking to achieve. You can also customize the url for viewing your resume. It is recommended that you do this because it will also make it easier for you to remember if you need to direct someone there.



Share It

Visual CV makes it very easy to share your resume with prospective employers. There are options at the top right of your screen for you to share your resume. Visual CV can generate an email invitation that you can send to interested parties to view your resume online. You can also post links to your resume directly to social networking sites such as Facebook and LinkedIn. You can also choose to save your online resume as a pdf document in order to print it or send it as an attachment (remember, though, if you save your online resume as a pdf document, the links will not be active and it will appear as just a static page). You can direct people to your visual CV by adding your url to the contact information on your paper resume, providing a link as part of your email signature and adding the url to your personal business card. This is an easy way for people to view your work experience and contributions to your field.



Get Searching!

While there are many job search sites out there that will help you to find what jobs are available, you have to know that you are not the only one able to view these jobs online. That means a lot of competition. It certainly doesn't hurt to subscribe to job listing websites such as Monster, Career Builder and Indeed, but don't count on them as your only method for finding a job. If you find an interesting job listing in your field, send in your resume, but make sure that you follow up by checking with all of your new contacts to find out if you know someone who may be able to help you get an "in". Most times a company will at least interview a candidate that is recommended by a current employee. Use your contacts to help get introduced to the right people instead of just sending your resume and hoping it will stand out enough to get an interview. That is the same as using the lottery as an investment strategy--the odds are against you! Although Facebook, Twitter and LinkedIn are the most popular, there is a whole world of social networking sites available for you to explore. Some may work better than others for the field that you are hoping to find work in. Check out as many as you can and work at making contacts in the ones you feel will work best for you. Keeping in contact with your networking partners can help you to find out about opportunities before they are made public. Employers would prefer to find you through the grapevine rather than spending a lot of money on public job listings and a lot of time

weeding through resumes, so get started on growing your job grapevine today!