



DO'S

Make your Twitter presence employer-friendly

- Put your job pitch in your Twitter bio (which is 160 characters)
- Use a professional looking avatar
- Tweet about your job search
- Use this template: [Professional Description 1], [Professional Description 2], and [Professional Description 3] who likes to [Personal Description]. It could look something like, "Internet Marketer, Coach, and Business Owner who likes to help network marketers grow their business."

Utilize your Twitter background.

- Create something that looks professional. It is really easy; all you need to know is PowerPoint.

Include a link to an online resume

Establish yourself as an expert in your field

- Supply your network with valuable information and insights (tweet about internships, class projects, opinions you have, etc.)
- Talk about projects you are working on or would like to work on
- Share links to online content that is relevant to your field—but don't send everything—quality over quantity

Craft a Specific Network

- Make a list of your top three to five companies and start following them

Organize Your List

- Prioritize the people you want to focus on
- Follow key people in your industry and watch updates—see what types of topics and projects interest them

Retweet

- Forward interesting tweets to your network

Use Exectweets

- Locate and follow top business professional on twitter
- www.exectweets.com

DON'TS

- Use the status update like you do in Facebook—"I am walking the dog" or "I am baking cookies"- nobody cares
- Post bad comments about current or previous employers

Twitter Success Stories:

According to *Forbes* magazine, Kyle Flaherty used Twitter to find a job that moved him and his family to Austin, TX, from Boston. He left his marketing position in Boston last spring determined to find an in-house public relations job. He tweeted about his decision and included a link to his professional blog, where he described the kind of work he was looking for. Within days his tweet was retweeted to his current boss. "I don't think I would have gotten this if not for Twitter," says Flaherty.

According to Birmingham Blogging.com, Stacey Hood of AL is another example of finding a job using social media. On August 30th he suddenly lost his job after a company merger and a week later he found a new job and new freelance clients thanks to social networking. Hood became the director of marketing for a local software company by branding himself on Twitter, his Facebook page, and on an agency's Facebook page. Due to his Twitter post, he got multiple leads on freelance clients and was even offered jobs with some friend's companies.

facebook

DO'S

Think of your profile as a resume

- Update your profile regularly
- Add keywords in your profile to show your network the type of work you are looking for
- Post content that emphasizes your professional interests

Join groups in your career field

- Introduce yourself when you join
- Join in the conversation
- Post helpful information and insights

Create a Facebook ad

- Tailor the ad towards a specific company

Connect with businesses

- Check to see if the companies you are interested in are on Facebook
- Gather information about the company
- Use this information in an interview

DON'TS

- Post incriminating pictures
- Post biased information, discrimination, religious, or political views
- Post vulgar or sarcastic humor

Facebook Success Stories:

According to Slate.com, Evan Sornstein, a designer from San Francisco, was laid off in early February. He tried to find a job by searching job sites and creative agencies. He then posted a Facebook status update that was carefully worded to avoid desperation, "Does anybody know of anybody who's looking for a Website?" 10 minutes later, he received four replies. One reply was from his mortgage broker who needed a new site designed. Another was from a friend that knew of an agency that was looking for a redesign for a website, and she introduced him to the company via Facebook.

According to Networksolutions, when most people hear of a company using social media to promote their business and facilitate customer service, they probably think of some tech-savvy retail store or restaurant. However, Dr. Robert Vaksman was able to incorporate the use of social media into growing his dentist practice. He is using Facebook as a way to attract customers to his office, and is able to post reviews of customer's experiences and speak with his patients, or potential patients. He now says that "...19% of their traffic referrals to their website has been through Facebook and there's an upward trend in traffic".

According to CNN.com, Daniel Winfield of Seattle is a prime example of someone who used social media effectively to get a job. After being laid-off from a public relations firm and unable to find a new job, Daniel became more involved with a social media club and found that his resume was no different from hundreds of other people's. He decided that he really needed to differentiate himself from all the others and decided that Facebook was a great way to do so. He created a fan page began creating targeted ads towards companies that he was interested in. "They would see an ad from me that said, 'You need Doug Winfield' followed by a description of who I am." Through these targeted ads he got 477,000 views and eventually a job! He was offered the position of vice president of digital corporate practice of MS&L in New York because of his savvy social networking.



DO'S

Fill out profile

- Follow suggested steps to complete your profile up to 100%; a complete profile lifts you up in LinkedIn's search engine results
- Approach it as an advertisement—keep it clear and concise and a tone appropriate for your field—for example, an attorney would use more formal language than if you want to work in a creative field
- Choose the same photo for your avatar that you are using on Twitter and Facebook
- Include all keywords and skills

Get recommendations

- Get at least one recommendation from a supervisor or friend (need 3 to complete profile 100%)

Use your status to post your availability and career goals, do this often.

- For example, John is seeking full-time opportunities in brand management with food and beverage firms

Build your network before you need it.

- Think about what you can do for them before you need them to do something for you

Use the questions and answer section to increase visibility

- Post thoughtful answers to questions to demonstrate your expertise

DON'TS

Add people you don't know really well and don't trust—not like Facebook where you add everyone. Ask yourself:

- Would I feel comfortable contacting this individual on behalf of another friend?
- Would I be willing to introduce this individual to someone else I know so they can do business together?
- Am I comfortable letting this person use my name as a business reference?
- Will this person know me if he's approached by others who use my name?

LinkedIn Success Stories:

According to *Time* magazine online, Brain Ward, a Cleveland-based software architect searched for a new job using Twitter, Facebook, and LinkedIn. He immediately began sending his information to all of his online contacts, and updated his online profiles with new resúmes. After this, a buddy from high school wrote him back. His friend worked for a tech company in Louisiana, and asked Ward if he would be interested in working with the Web-development group. Brian agreed and had a phone interview the next day. He only had four hours of unemployment, and had already scored a phone interview.

According to Job Search.com, Liz Manning, Seattle, WA, saw an article in the paper about a new company and she said to herself, "I want to work there." She went to LinkedIn and found one of the founders of the company and sent him an InMail. He wrote back and appreciated her interest, but they had no openings at the time. Then she saw an ad on Craigslist for an opening at this company couple of months later and this time the LinkedIn toolbar on the side of her screen showed that she was a 2nd degree link to the co-founder. One of her old co-workers had just added him to her network. She sent him another InMail (and mentioned their common connection) and got a call for an interview within a day and landed the job.

ROBBIN PHILLIPS

PRESIDENT. BRAINS ON FIRE



As one of the founders of Brains on Fire, Robbin has created, revitalized, protected and grown identities such as BMW, The South Financial Group, Earth Fare, Find Great People International, and Ryobi Tools. She began her career as a graphic designer, so she is always involved in the creative aspect of our projects, but also has a keen mind for the strategic side of things.

Over the past few years, through her guidance, Brains on Fire has been recognized for their work on a national scale with a 2007 GOLD EFFIE, the Word of Mouth Marketing Association's WOMMIE Awards (only 4 were given and other recipients included Yahoo! and Coca-Cola), the ad:tech Awards and Inc. Magazine's list of the 5000 fastest-growing companies in the nation; and globally by the ReBrand 100 Awards, which recognizes the top 100 rebranding successes in the world (Brains on Fire has been recognized four years running). Also in 2007, PQ Media named Brains on Fire one of the top 3 word of mouth companies in the industry. Under her leadership and vision, Robbin has recruited highly talented individuals from all over the country to elevate Brains on Fire - and Greenville - to national status as Brains on Fire continues to create solutions for companies all across the nation in many diverse industries. Locally, Robbin gives her time to the Executive Board of Directors for the Greenville Convention & Visitors Bureau and Board Of Directors for the Peace Center for the Performing Arts. Robbin is also on the Board of Directors for Dining for Women, an organization that empowers women living in extreme poverty by funding programs fostering good health, education and economic self-sufficiency.

Brains on Fire helps organizations build movements. Born out of the bond between word of mouth marketing and identity development, they are devoted to helping organizations discover and sustain excitement about who they are and why they exist.

Brains on Fire Beliefs:

- Great organizations are driven by purpose, not just profit
- They grow relationships, not just transactions
- And they thrive through movements, not campaigns

