



Facebook Tips

Facebook Tips for Job Hunting

If you are going to use Facebook for your job hunt you will want to ensure the content of your Facebook page is professional and appropriate. Here are some pointers for keeping your Facebook presence in line with your job seeking goals.

Include a current and flattering picture of yourself.

Share media which highlights your professional expertise and showcases your professional accomplishments.

Adjust your privacy settings so your information can be seen by the public and reserve personal material for friends and family.

If you are going to friend up professional colleagues look into using the lists function to control which content is shared to your network, pay special attention to who is allowed to tag you in media.

Protect Your Online Image

Online reputations are becoming more and more an integral part of the job search and modern employment. Take charge of your professional and online image. Privacy settings and terms can change and it is a wise policy to not post any media that would reflect poorly on you.

Gather with Other Professionals

Join professional groups on Facebook and use this opportunity to share and contribute to the conversation. Look for active groups with lively discussions. When you Like our Facebook page Workway can share company news, job search tips, and employment opportunities with you.

Alert Your Professional and Personal Network

Let your entire network know that you are looking for employment, include business colleagues, friends and family. Share your job search and be specific. For example, use your status updates to share your job search. If you sent a resume to a company you may want to share that information with your network.

“Registered with Workway today. This CPA is looking for an accounting position in the Phoenix area.”

You notice in that update the company, industry, location, and degree of a candidate were all mentioned. Make it easy for others to make the connection of how they can offer assistance. To just say “I am looking for a job” may not be specific enough to elicit assistance from your network. But when you say I am looking for accounting positions in the Phoenix area or mention that you are applying for a job at a specific company that may be the information someone in your network needs in order to put a recommendation in or send you important leads or information to assist you on your job search.

Power of Personal Referrals

Companies know that historically referrals from their own employees have a great success rate. Personal referrals are powerful and to leverage your personal networks is a strong strategy in your job search.