

Tweet Yourself Employed



Using Social Media to Land Your Next Gig



Hi!

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Nonprofit Communicator of the Year, Social Media
Professional of the Year

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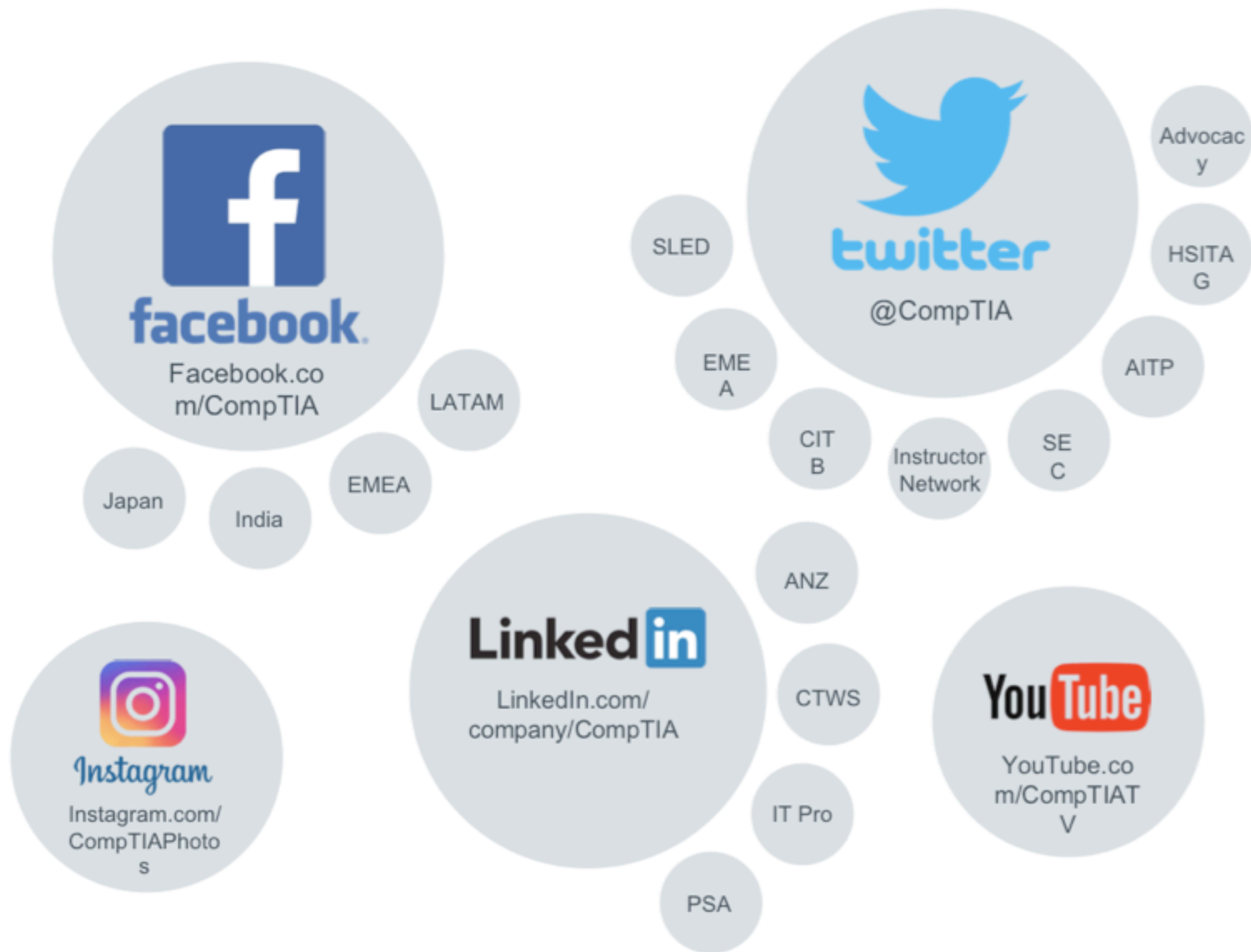
307_k
Followers

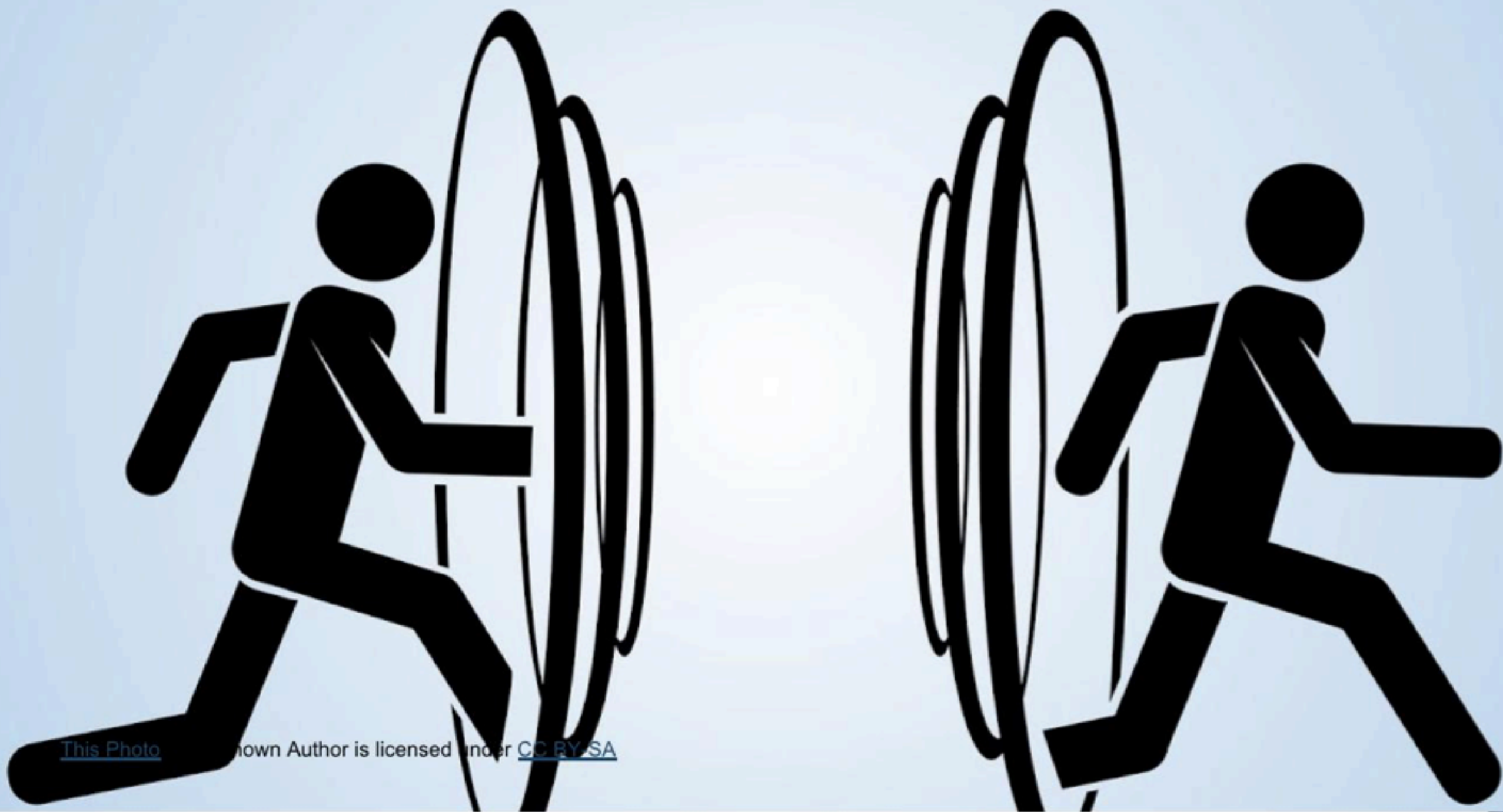
450
Posts/month

1.71
Reach/month
M

21.7
YoY growth
%

CompTIA





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2006

Way, way back when

2006

“The Facebook”





Chris Messina™

@chrismessina



how do you feel about using # (pound) for groups. As in
[#barcamp](#) [msg]?

12:25 PM - 23 Aug 2007

146 RETWEETS **288** FAVORITES



Linked in

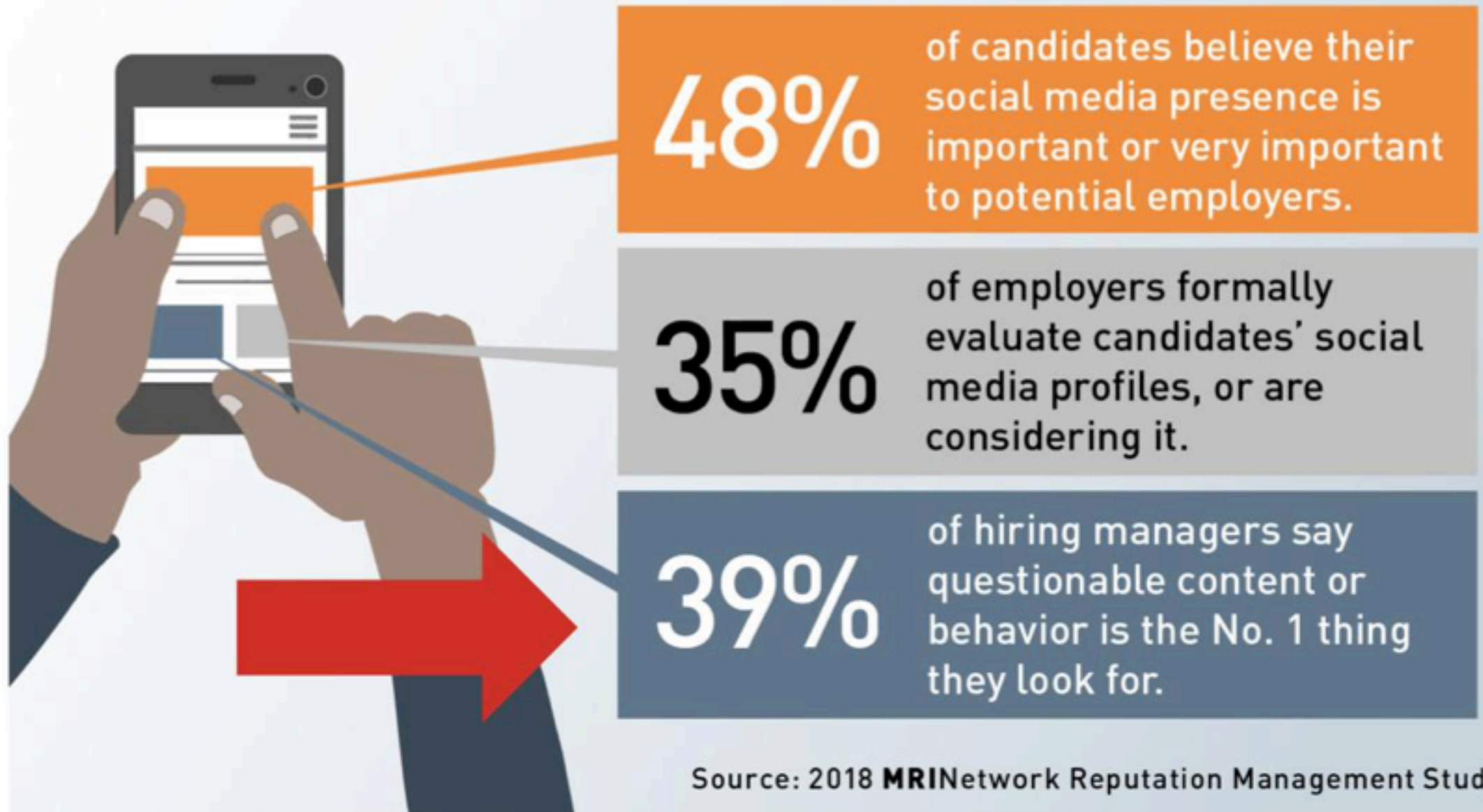
Interesting Facts about LinkedIn

**LinkedIn is the oldest among today's
Top Social Media channels.
Their website was officially
launched in 2003, before
Facebook (in 2004)
and Twitter (in 2006)***



Now

IMPORTANCE OF SOCIAL MEDIA IN HIRING



What are they looking for?

Reasons NOT to Hire



Like renting a new place



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DONT

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Current York St John University, York College, City of York Council
Previous York St John University, Sheffield Hallam University, D.I.S.C. Registered Charity
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302
connections

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THE IMPORTANCE OF SOCIAL MEDIA FOR RECRUITERS AND JOB SEEKERS

65% SOURCED NEW HIRES THROUGH
SOCIAL MEDIA IN THE PAST YEAR



57% OF COMPANIES HIRED NEW EMPLOYEES
WHO WERE FOUND ON LINKEDIN


87% OF HR PROFESSIONALS SAID IT
WAS IMPORTANT FOR JOB SEEKERS TO
BE ON LINKEDIN



Reminder:

Type your questions
in the comment box

Get started – A LinkedIn checklist

- 
- Custom URL
 - Professional headshot
 - Keyword-friendly summary
 - Action verbs
 - Connections with the industry
 - CompTIA AITP: <https://www.linkedin.com/company/18766094>
 - CompTIA: <https://www.linkedin.com/company/comptia/>

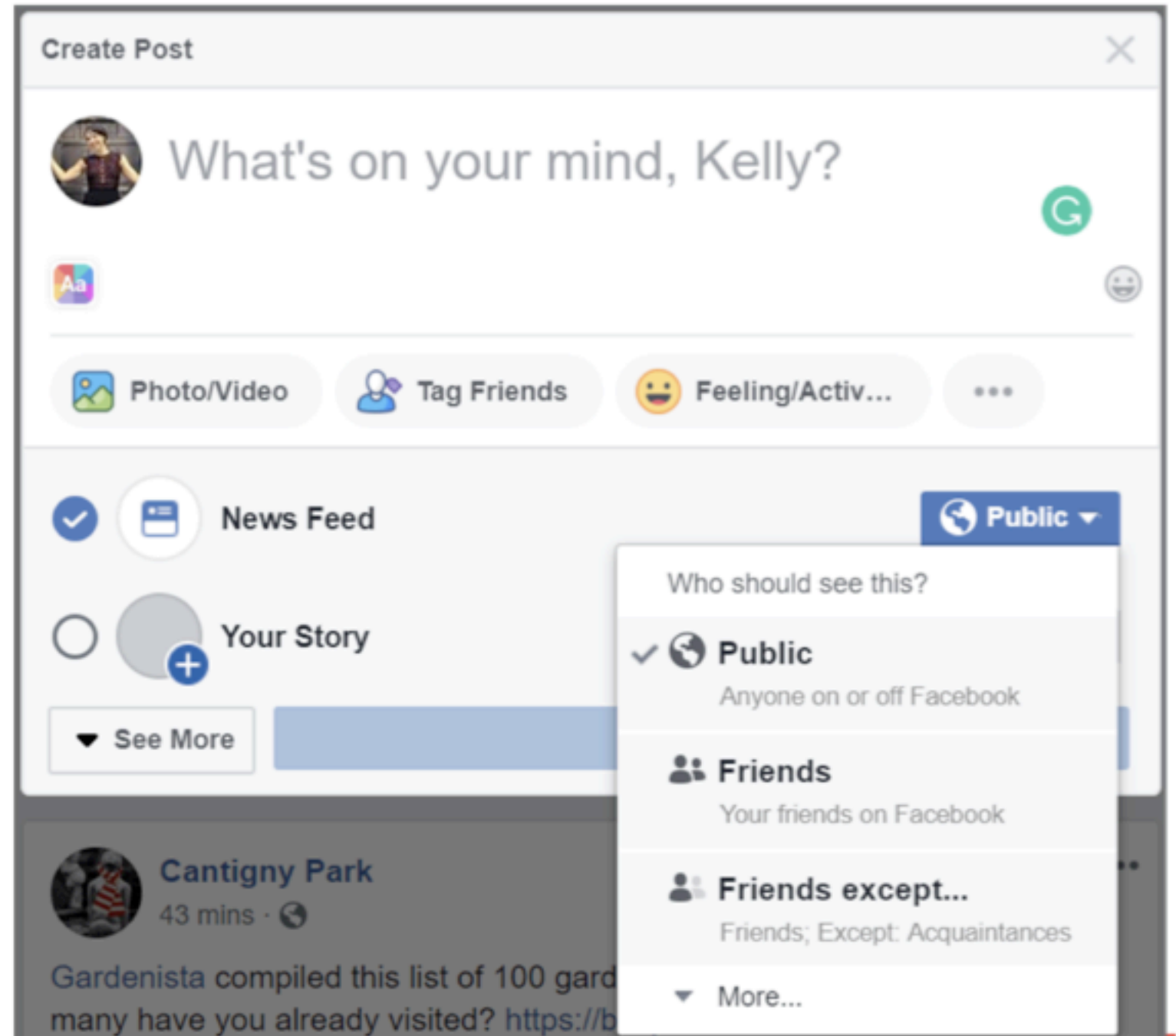
Need more?

<https://online.flippingbook.com/view/449432/24/>



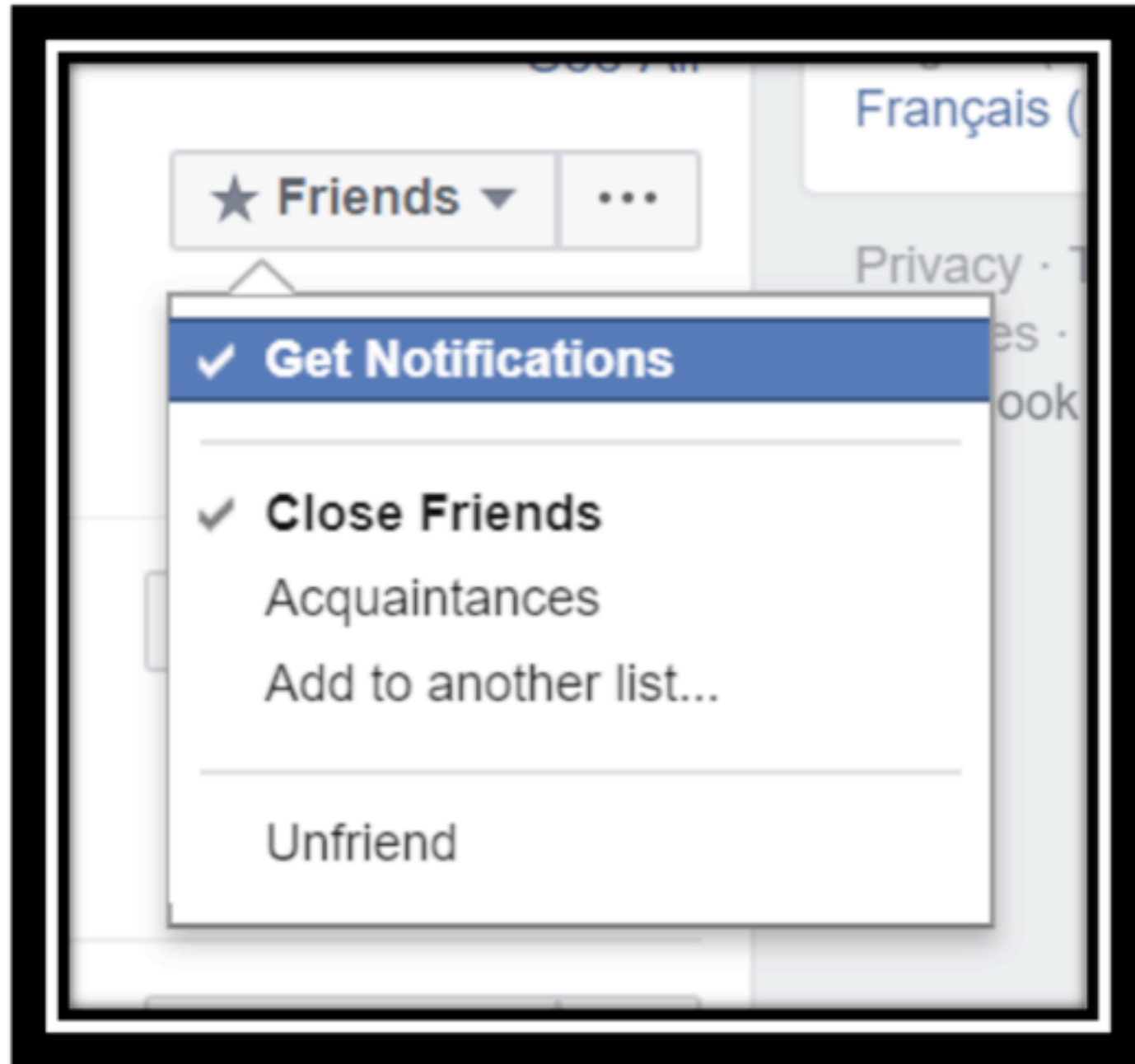
Getting ready – Facebook

Check privacy settings on Facebook





Use Facebook lists



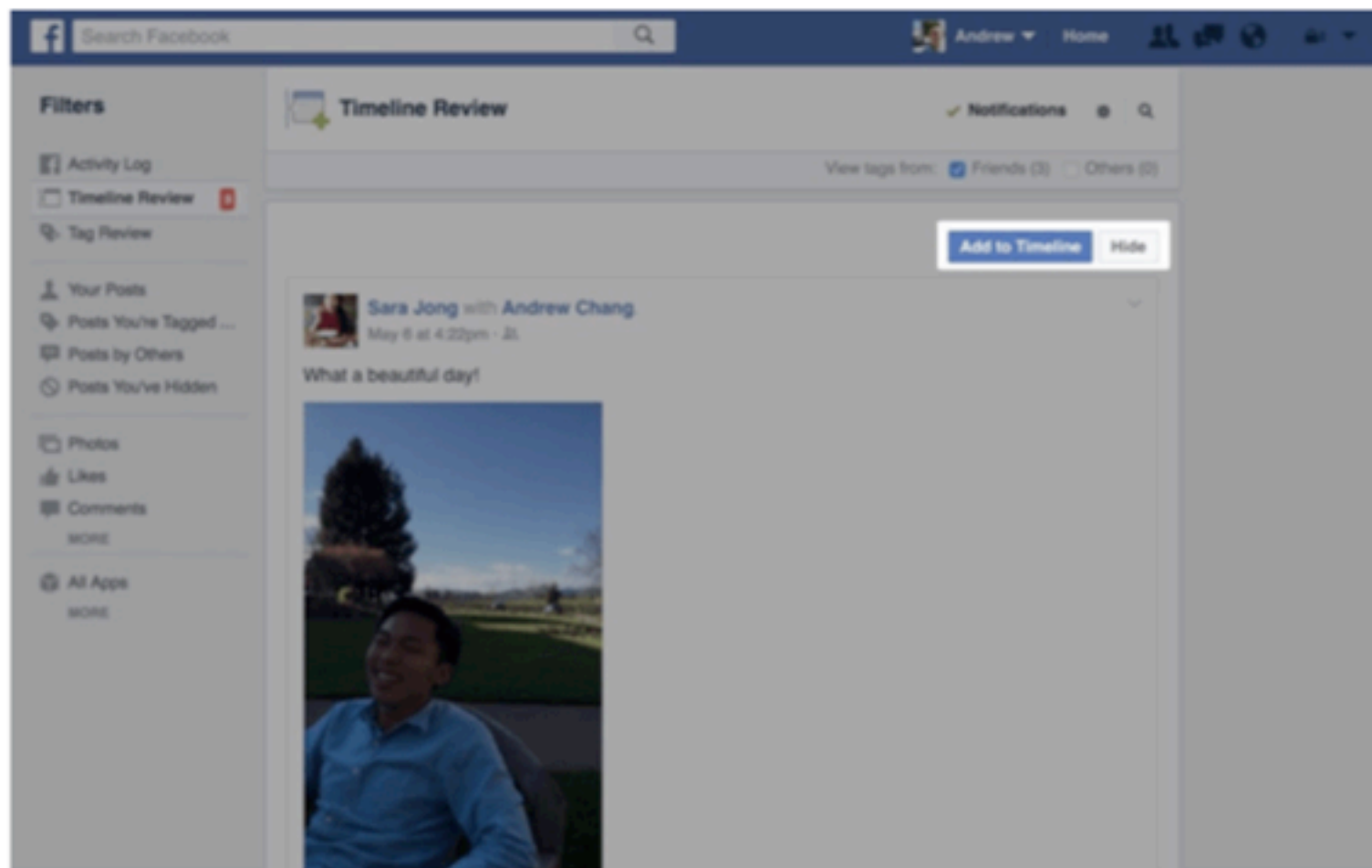
And the timeline
review function

Timeline Review

Timeline Review controls whether you have to manually approve posts you're tagged in before they go on your timeline. When you have a post to review, just click [Timeline Review](#) on the left-hand side of your Activity Log.

Enabled ▾

Note: This only controls what's allowed on your timeline. Posts you're tagged in still appear in search, News Feed and other places on Facebook.




Letterhead rule

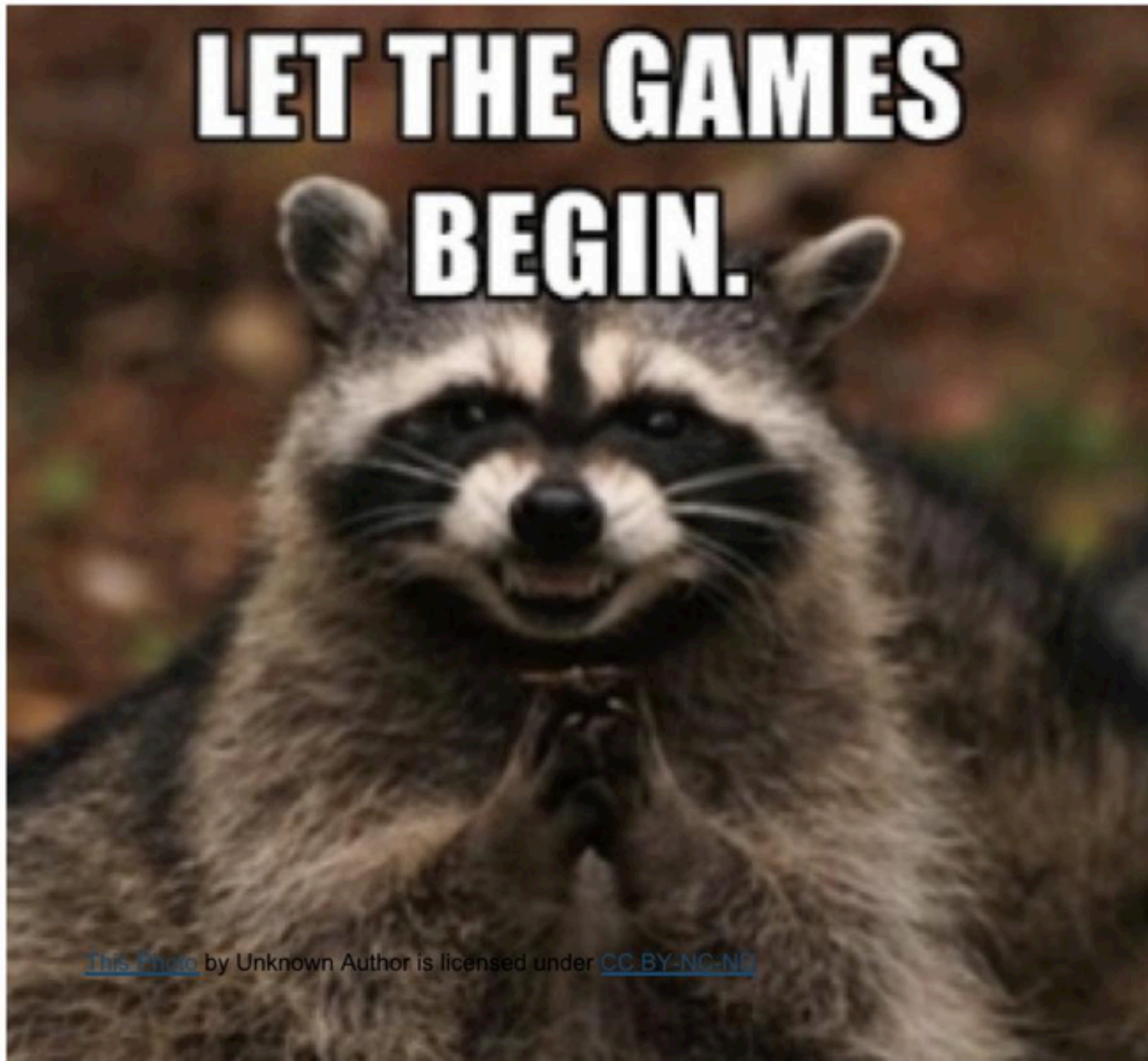


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Getting ready – Twitter & Instagram checklist

- 
- Scrutinize your past posts
 - Review who you follow
 - Use professional photos
 - Follow professional organizations
 - @CompTIAAITP (Twitter)
 - @CompTIA (Twitter)
 - @CompTIAPhotos (Instagram)

**LET THE GAMES
BEGIN.**



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-



More info

<https://online.flippingbook.com/view/867016/64/>

How to Network on Twitter

by Kelly Stone

With more than 328 million users around the globe, Twitter continues to be a relevant way for people to connect and stay updated. Twitter is one of the top five social media tools and a venue for breaking news, robust debates and observations on life. But it can also be a powerful way to augment your professional network. We asked CompTIA's followers on Twitter what advice they'd like to see most in CompTIAWorld magazine, and they voted for how to network on Twitter itself! Learn how to use social media like a pro to find relevant contacts and endear yourself to potential peers.



- **MAKE YOUR PROFILE APPEALING.** People want to connect with people. Ensure your bio/about is recent and well done. Add a description that makes finding you via search easy. Think about incorporating personal details such as hobbies, along with your title and current company, to give people a reason to follow you.
- **START WITH WHO YOU KNOW.** Follow your employer, your alma mater and any local organizations you work with. Add in @CompTIA, @CompTIAAdvocacy and @CompTIAWTF to stay updated. Start your network with people whose voices matter to you.
- **CONSIDER TWITTER'S SUGGESTIONS.** Once you follow so people, Twitter will make suggestions on who you might want to follow based upon the demographic profile of those people. The suggestions will get smarter the more people you follow, so make it a goal to add new users to your "following" list each month.
- **SEARCH YOUR AREA.** Twitter allows you to filter the trending topics you see via your location. You can also search a topic, such as cybersecurity or information technology, then select "near you" as a filter option. This can help you discover new thought leaders in your area.
- **USE IN-PERSON EVENTS AS A SPONGEBOARD.** Nearly every professional development event has a hashtag, whether it's a leadership workshop or an annual event such as #ChannelCamp. Search these hashtags to connect with people who are attending the event to keep conversations going past the end of the conference.
- **REMEMBER TO BE SOCIAL ON SOCIAL MEDIA.** Give people a reason to connect with you. Thank them for following you with a tweet, add to the discussion by responding to a tweet, favorite tweets you enjoy and retweet messages your followers might find interesting. People like to be recognized and thanked, so think of ways you can congratulate your contacts via Twitter for a promotion or milestone.
- **STAY RELEVANT BY UPDATING REGULARLY.** Twitter has a short half-life. Users' feeds are constantly updating, and if you're not part of that messaging output, you'll get lost in the mix. Make it a goal to tweet regularly. You may wish to pre-program your tweets using free programs such as Hootsuite or Buffer to maintain a consistent posting schedule without being glued to the platform.
- **GET THE INSIDE SCOOP WITH TWITTER.** When you're working on new business, Twitter is your friend. Search for the organization on Twitter, as well as its leadership. You can learn quite a bit based upon what they share and how they talk about it on Twitter. These insights can be valuable in building rapport.

The strength of your online network will reflect the care you put into it. With a bit of maintenance and planning, you can network from anywhere and start your next career move from the comfort of your desktop.



Zero in

- Reach out to hiring managers
- Connect with them
- Ask for advice
- Thank them for guidance






Move in for the kill



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- 
- Be ultra prepared for an interview
 - Thank and connect with the people you meet



Beyond Hired



Stay connected



- Connect with coworkers, vendors and associates
- Don't stop networking/researching
- Stay sharp with CompTIA AITP
 - [Facebook.com/CompTIAAITP](https://www.facebook.com/CompTIAAITP)
- Ask for recommendations

Thank you

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