

Five ways to use social networking sites to land a great job

Feel like your career is on life support? You are not alone. There is a cure.

"About 5 years ago I returned to Canada from a brief stay in the US. Upon my return I needed to get employment. It took 9 months to get a job, albeit, one I had no interest in. It's boring and uninspiring. I ended up accepting a position because I was not getting any positive feedback on my serious, concentrated job search efforts. It's time for change."

Have you tried social networking sites to connect with your future employer? People are successfully using them today to find new work. They work so well because they use networking as their basis. 60%-80% of those I help find work do it through networking.

Statistics also show that job search networking is much more effective when you make loose connections with people whom you think cannot help you.

LinkedIn:

1. **Get picked up:** This site is made up of mostly employed adults who work for companies you want to get into. Create a profile, and copy and paste your resume content. Hot tip: recruiters use keyword searches to headhunt you.
2. **Get it for free:** To meet a stranger on LinkedIn will cost you. But there is a free way around it. Search by company or person's name, identify the person you want to speak to, then go to their profile and see what groups they are part of. They may be part of a marketing association you are a member of. Ask to join this group. You will be let in. Now contact this hot lead for free.

Twitter:

3. **Be a follower:** By following people in companies you want to work for, you will know who hangs out with them, what conferences they attend, what they are thinking and what their future plans may be. This insider information can be used to tailor your brand to their needs.
4. **Be a leader:** Employers love hiring people who have an opinion and are current. By writing twitter entries that are relevant to your industry, you are demonstrating your knowledge. It is the ultimate show and tell item. Have your twitter link on your resume and cover letter header.

Facebook:

5. **Be popular:** People love the status bar. Instead of writing you are smelling your feet, write these words: "Seeking employment as a Marketing Specialist". Only your friends will see this and they will pass it on to their network.

For dozens of success stories, google: "social networking job search success stories".

Email your question to: info@Dr-Career.com. Visit www.1daydreamjobchallenge.org for a free download. Listen to Career FastTrack "Live" Mondays at 5:30pm on CiTR 101.9 FM or online at citr.ca.