

Your Brand and Web 2.0: Finding Work and Consulting via LinkedIn and Facebook

Cybertour, Internet Librarian
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LinkedIn: Why use it?

- LinkedIn has over 47 million members in over 200 countries and territories around the world
- Careerbuilder.com research shows that 45% of employers search social networking sites for potential employees
- Executives from all Fortune 500 companies are LinkedIn members and, 499 of them are represented by director-level and above employees
- People with more than twenty connections are thirty-four times more likely to be approached with a job opportunity than people with less than five

Increase Job Opportunities Using LinkedIn

- Increase your visibility
- Improve your connectability
- Improve your Google PageRank
- Find job openings

Increase Job Opportunities Using LinkedIn

- Increase the relevancy of your job search
- Make your interview go smoother
- Integrate into a new job
- Scope out the competition, customers, partners, etc.
- Get recommendations

Facebook: Not Just for Play

- Like LinkedIn, Facebook has a lot going for it:
 - More than 300 million active users
 - 50% of active users log on to Facebook in any given day
 - About 70% of Facebook users are outside the United States
 - The fastest growing demographic is those 35 years old and older

More reasons to use Facebook

- Many recruiters are constantly scouring social networking sites to reach out to potential candidates, and Facebook is one of them
- If you are planning to use Facebook for **any** reason, personal or professional, anyone can take a look at what you've posted. Don't let posts come back to haunt you or prevent you from getting a job or consulting gig.

Find your tribe (group)

- Search for groups by typing a name in the Search field at the top of the page, and then filtering the results to show only groups by clicking the Groups tab
- Browse groups by category from the Groups main page and clicking on the groups icon on the left bottom of the page
- My favorite is to log into my account and use the group icons at the bottom left of the page to search for groups and see my friends' groups and mine
- To become a member, click the group's name, and then click "Join this Group" under the group picture on the right side of the screen

Facebook Marketplace

- Sort of like Craigslist
- To find jobs simply click on jobs and you will be able to see all the jobs listed in the marketplace.
- <http://apps.facebook.com/marketplace/searchapp?s=createtime&c=job>

Things to avoid...

- Anything you wouldn't want your boss, potential employer or client to see:
“While I don't look like a librarian, my boss fits the stereotype to a T - grey bun with hair net, glasses, long skirts, stern expression, etc.”
(From the “No, I Don't Look Like A Librarian!” Facebook Group)

Final thought...

For both LinkedIn and Facebook, **the first rule of job hunting is to let others know that you are available.** Your active participation and engagement in groups will help recruiters or potential clients determine whether you are a good fit when there is a job or consulting opportunity.

Learn More: LinkedIn

- LinkedIn Learning Center
<http://learn.linkedin.com/>
- Using LinkedIn to find jobs or post jobs
<http://learn.linkedin.com/jobs/>
- SLA Innovation Lab's Atomic Learning
<http://www.siterapture.com/sitehowtos.asp?SiteID=9>
- "10 Ways to Use LinkedIn" by Guy Kawasaki
<http://tinyurl.com/2fbver>

Learn More: Facebook

- Facebook: Viewing and Joining a Group
<http://www.facebook.com/help.php?page=825>
- The Ultimate Guide To Using Facebook as a Job Search Tool
<http://applicant.com/facebook-as-a-job-search-tool/>

Learn More

- Careerbuilder.com article
<http://tinyurl.com/kn8ky7>
- 30 Sites to Help You Open Doors to a New Career
<http://applicant.com/30-sites-that-might-open-doors-to-a-new-career/>
- This presentation
<http://www.information-edge.com/presentations.php>