Social Media Do’s and Don’ts

Social media is very popular. On social media sites you can connect with new friends as well as old ones.

Social media can also cost you a perspective job, if you lack proper social media etiquette. Potential employers will search for your various social media profiles before scheduling an interview. Also not everything belongs on the web.

Do’s

- Post appropriate pictures of yourself and family.
- Share updates.
- Network.
- Meet new people and reconnect with old ones.
Don’ts

- Post every detail and picture of your relationship
- Comment negatively about your job, co-workers, and boss.
- Post inappropriate or illegal activities and pictures.
- Engage in drama.
- Everything you’re doing.... Every little detail.
- Dates when you will be away on vacation. Wait to post pictures till you return. Do not make yourself a target to thieves who will come and steal your belongings while you are on your vacation.

By College Girl Dai

6 LinkedIn Do's & Don't's for College Students

Despite a recent lull in the job market, the number of college students looking for jobs is bigger than ever. So, anything you can do to differentiate yourself from the pack is important. A complete and polished LinkedIn profile can help you do just that. Below is part one of the 6 LinkedIn Do’s & Don’t’s for a College Students –

The DO’s:

1. **DO keep your LinkedIn profile clean and up-to-date**

   Your LinkedIn profile is your resume – except, unlike the paper version, you don’t really have any control over who sees it or when it is seen. So, pretend that someone is looking at it all the time. That means that you shouldn’t post your most recent job on your profile without adding descriptive bullets with strong action words – don’t leave that part for later. Similar to a cover letter, be sure to have a succinct profile summary that incorporates several previous positions and a clear message about you. Add all special skills and accomplishments as long as they’re relevant. Finally, don’t hit save without proofreading – twice!

2. **DO use LinkedIn to aggressively stalk your network**

   Whether you’re looking for an internship at your favorite company or applying to an entry-level job posting on your college’s career network, search for the company on LinkedIn. Not only will you be able to look at the content they’ve posted, which always is a good talking point during an interview, but you can also see who in your network is connected to them. Let’s say I just heard that my dream company – Acme
Corporation – is hiring. So, the first thing I do is search for Acme in LinkedIn. It turns out that my best friend’s dad went to college with a VP of Sales at Acme. LinkedIn will tell you that as long as you’re connected with your best friend’s father (which is why it’s important to build your network). I can then give my best friend a call and ask his dad to set up an informational interview with the VP of Sales. Remember the part about differentiating yourself? Assuming you’re informational interview goes well you’ll have a VP advocating for you from inside the company when you apply for the open job – talk about standing out.

3. DO post relevant content from your profile
LinkedIn is not like Facebook or Twitter in that it isn’t driven by updating and adding content – it is much more of an ad hoc and passive resource that only comes in handy when you are looking for a job or trying to network. That means there’s much less content for you to compete with when you post your own. Posting interesting articles or thoughts about the industries you want to break into is a good way to solicit comments and interactions with connections that share similar interests. And even if the people commenting can’t help you, maybe someone they know can. Instead of going out and searching for connections in the right places, make it more likely that they come to you – you never know who in your network might help you land your first job.

The Don’t’s:
1. DON’T be a pushy LinkedIn inviter
Honestly, this topic could take up an entire post by itself. In this case, however, my answer is simple: send LinkedIn requests the same way you would flirt with someone at a party – the goal is to come off confident, but not too obvious. The “over-eager requestor” is a classic example of someone who comes off as too obvious and aggressive.

Over-aggression is counterproductive in two ways. First, college students and entry-level employees usually connect with LinkedIn users to get things from them and cannot reciprocate much back. In the professional world, networking is much more about mutual self-interest – I’ll connect with you because we can both help each other get ahead. Not so with a college student. Aggressively requesting an industry professional right after you meet
them makes it obvious that you want them to get you a job and furthers this “gimme” perception.

Second and more importantly, meeting someone in person and then requesting to connect in the span of 10 minutes cheats you out of an opportunity to get noticed and prolong your interaction. Requesting someone right after they give you a presentation almost guarantees they forget about you. They are obviously away from their office, so your request to connect will be buried by other emails. If they do accept you on the LinkedIn mobile app, the chance they actually view your profile is pretty slim because they are busy getting back to their office or finishing up the presentation. The end goal in sending your request should be twofold – get them to remember you and have them view your profile.

2. **DON’T overly rely on LinkedIn job postings**

These postings are open to the entire LinkedIn user population, so the acceptance rate is rather low. With some exceptions, high-paying, highly sought-after jobs don’t get posted there because companies have no problem finding qualified applicants. Even if companies do post good jobs on LinkedIn, the chance that a random LinkedIn user can rise to the top of the applicant pool is limited. A better approach is using LinkedIn to gain footing with higher-ups inside a company and having them be your agent during the hiring process, as I said above in the DO section. However, good luck beating these applicants out as a random LinkedIn job posting applicant. I’m not saying you shouldn’t cast a wide net, especially in this economy, but don’t put many eggs in the LinkedIn job posting basket. Diversify.

3. **DON’T be shy!**

Join groups you’re interested in and follow companies that intrigue you. When you join groups, you expand your searchable network to all group members, which is an obvious plus. Also, by posting in groups, you encourage others to interact with you and view your profile, inflating your LinkedIn footprint. Following companies give you talking points with interviewers and keeps you up-to-date with company news. LinkedIn passed 150 million users in February of this year so being a shy and inactive user makes you part of a crowd of 150,000,000. So, stand out, be active, and leverage this amazing social network.


*By Alex Farmer*
10 Essentials of LinkedIn Etiquette

LinkedIn has become an extremely powerful social tool in our professional lives. It’s that word—professional—that is the essence of LinkedIn etiquette. Earlier, we pointed out 10 essentials of Twitter etiquette, we do so now for LinkedIn users.

So whether you’re managing a brand or your own presence on LinkedIn, here are 10 etiquette rules:

1. **Is it LinkedIn or Linkedin?** According to the AP Stylebook’s social media guidelines, it’s LinkedIn—with a capital I. It gets confusing because the company’s logo is a lowercase “in,” but until AP tells me to change it, I’m going with LinkedIn—and I encourage you to do the same.

2. **Don’t send a mass request for recommendations and endorsements.** If you’re looking for people to recommend you in a public forum, make sure you’re tapping people who are familiar with your work. It helps if they like you, too. Reach out to those people individually and make the request. Rather than saying, “Can you endorse my social media skills?” leave it up to the other person. “Can you take a look at my skills when you have a chance and endorse any you think are appropriate?” is a stronger choice here. Do not give people a deadline for recommending you. I heard of this happening once, and I was appalled.

3. **No personal updates, cat pictures, or “thoughts and prayers.”** LinkedIn is a professional networking tool. You wouldn’t walk into an important meeting and announce the hilarious thing your kid said over the weekend. OK, maybe you might, but leave the personal stuff for Facebook. If you feel that it blurs the line between personal and professional, err on the side of caution and don’t post it. It sounds ridiculous, but people can really lose respect for you if you post things that are generally reserved for more informal social media outlets. Although we’re all saddened by the tragic events that took place in (insert location here), LinkedIn just isn’t the forum for sending your thoughts and prayers their way. Those expressions, however benevolent, should stay on Facebook or Twitter.

4. **Funny’s OK; tasteless isn’t.** It wouldn’t be outlandish to share an industry-specific meme or a funny post that’s work-related. But if it’s tasteless, controversial, mean-spirited, or negative in tone, stifle it. It’s not worth the risk of offending someone.
5. **Personalize connection requests and other points of contact.** If something pops up with an auto-fill field, personalize the copy. If it’s a former co-worker, personalize your hello. If it’s someone you met once, it would be a good move to remind them how you met and bring up an interesting topic you talked about.

6. **It might be time to update that photo.** Are you using the same photo you had when you joined LinkedIn four years ago? Upload a new one. While we’re talking photos, that picture of you playing guitar and singing to your parakeet is super adorable, but unless your profession involves entertainment at children’s birthday parties, opt for something more professional.

7. **Be accurate with your work info.** You absolutely want to present your best self in your LinkedIn profile, but not at accuracy’s expense. We’ve all turned our own version of “janitor” into “custodial engineer” here and there, but that’s semantics. Avoid a potentially embarrassing situation by nixing any blatant inaccuracies.

8. **Avoid oversharing.** I have a LinkedIn connection who has shared five articles with me since breakfast. He’s blowing up my feed; he’s a feed-jacker. Though I applaud his effort to become a one-man Buzzfeed, he’s annoying me. If you annoy people who follow you, they might never want to do business with you. I also have a LinkedIn connection who posts one interesting article or blog post a day—my click-through rate on his posts is probably around 90 percent. Keep it relevant—and sporadic.

9. **Don’t vague-bash your company or co-workers.** I’ve seen people in their feed or in groups who will outline a problem they’re having under the guise of seeking advice. They’re not naming names—they’re vague-bashing. It’s not a smart thing to do for a number of reasons—for one, it looks desperate. Be as transparent as possible while keeping your posts and interactions as positive as possible.

10. **Do you have to personally know every person you connect with?** LinkedIn certainly seems to want you to know them. In plenty of instances, though, I’ve introduced myself to people through
LinkedIn because I admire their work or want to use them as sources. I avoid phantom connecting—that is, my sending a connection request seemingly out of nowhere.

SOURCE:
http://www.prdaily.com/Main/Articles/10_essentials_of_LinkedIn_etiquette_14711.aspx#
By Kevin Allen, June 26, 2013

11 Tips For Choosing Your LinkedIn Photo

“A picture is worth a thousand words” refers to the notion that a complex idea can be conveyed with just a single still image. If you agree with that premise, then what complex ideas do the following photos convey?

- A baby wearing a t-shirt imprinted with an image of The Three Stooges.
- A rear view mirror reflecting a woman’s eyes and hairline.
- A person covered from head to toe in mud and sitting on a dirt bike.
- A side profile of a man in a tuxedo.
- An image of a business card.
- A Krispy Kreme Doughnuts billboard.
- A serene lake surrounded by mountains.

All of these pictures have something in common: each is a photo I saw featured on a LinkedIn profile or included in an e-mail message I received from someone using a Google Account.

Did you know that LinkedIn profiles with photos receive 50-70% more inquires than profiles without? Yet, the lack of an effective profile picture is one of the biggest mistakes people make on Linkedin.

In August, LinkedIn began rolling out changes to the profile page; one immediately noticeable change is that the profile photo is now larger and more prominent. Like it or not, LinkedIn is putting more emphasis on the way a person looks. Perhaps it is time to take an objective look at your photo and ask yourself if it is conveying the right message for your career. When choosing your LinkedIn photo...

11 LinkedIn Photo Tips

The following 11 tips will help you pick the right photo for your LinkedIn, Gmail, Google+, Skype, and other online accounts:

1. Don’t use an old photo. There are few things worse than meeting someone for the first time and not recognizing them because the profile photo is from 10 years ago (or longer)!
2. Use a photo of YOU in your profile — not an object.
3. Smile! Your face should radiate warmth and approachability.
4. Photos should be professionally done, if possible (but not glamour shots).
5. Wear your most complementary color. Bright colors can attract attention, but avoid patterns.
6. Don’t have other people in your photos (and don’t crop other people out of your shot — there should not be any errant body parts in your online photo!)
7. Make sure the background in the photo isn’t distracting.
8. Relax. Look directly at the camera.
9. Take multiple shots and ask people for their opinion on which one makes you seem most “approachable.”
10. Tips for Men: Wear a dark blue or black dress shirt. No t-shirts, Hawaiian shirts, or busy/crazy patterns.

There are literally thousands of online profiles that feature that shadowy gray image of a head, neck, and shoulders. It’s easy to be overlooked if you are hiding in the shadows.

By Norine Dagliano, October 5, 2012

Do You Use These 10 Overused Buzzwords on LinkedIn?
While you might feel that saying you have a great "track record" of being "organized" is an accurate way to relate your experience on your resume or LinkedIn profile, hiring managers have had enough of these generic buzzwords. They really do little to describe the specific experience you've gained at a job, and they're too easy to fall back on.

Each year, LinkedIn identifies the top 10 overused buzzwords on LinkedIn profiles. It's interesting to see that the words do change from year to year.

Here's the list for 2012:
1. Creative
2. Organizational
3. Effective
4. Motivated
5. Extensive experience
6. Track record
7. Innovative
8. Responsible
9. Analytical
10. Problem solving

Here's the list for 2013:
1. Responsible
2. Strategic
3. Creative
4. Effective
5. Patient
6. Expert
7. Organizational
8. Driven
9. Innovative
10. Analytical

It can be a challenge to find more succinct words to describe your experience, especially if you're not a writer, but breaking out of the
conventional word choice box may be what attracts an employer to your profile and helps you stand out from the crowd.

How to Find Better Words to Describe Your Work Experience

LinkedIn has more than 187 million professionals using its site and knows a thing or two about making a professional profile more appealing. Here's the company's advice for getting away from these buzzwords and finding your own keywords to describe your professional experience.

1. Check out the competition. Performing a LinkedIn Advanced People Search for people who live in your ZIP code and have the same job title as you can give you feedback on what works in a profile and what's a turnoff. Take notes on what you like and what you don’t like, and incorporate that back into your own profile, says LinkedIn.

2. Become a magnet for endorsements. One way to attract employers is to get endorsements from people you've worked with. The more LinkedIn Skills and Expertise you add to your profile, the more opportunity there is to be endorsed. When one of your contacts logs in to his profile, he will have the opportunity to endorse you for specific job skills you've listed. Aim to

add an eclectic mix that targets the type of job you're looking for.

3. Make heads turn ... with a killer professional headline. Your professional headline is one of the first things people see in LinkedIn search results, according to the company. Your default headline is based on the title you entered for your most recent position, but you can (and should) edit it. Create a professional headline that will draw people in and entice them to click through to learn more about you.

4. I would add my own advice on the subject: when you initially write out your job description and find yourself using these buzzwords, use a thesaurus to find better words. Or consider, what are you trying to explain? If you're talking about being "highly creative," ask yourself what you did that made you creative. Creativity has a wide range of applications, and the more specific you are, the better an employer understands your skill set.

5. Have a friend review your profile or resume and highlight any of the words from this list so you can tweak the copy. You may not be able to completely avoid using any of these words, but make sure you justify using each one. If there is an absolute reason why you
think you need it, keep it, but be aware that hiring managers may be oversensitive to seeing the same words on every resume they review.

SOURCE:
By Lindsay Olson, December 4, 2012

Related Links to visit:

Infographic: 10 Most Overused Buzzwords on LinkedIn
http://wellbelove.com/2013/12/18/linkedinbuzzwords/

LinkedIn for Students: An overview of what LinkedIn can do for Students

Social Media Means You Can’t Hide

One of the great powers of social media is the difficulty to hide your true character. Even people who try to put on a dishonest face don’t last very long. The whole system is geared towards ruining liars.

That is a good thing.

On one hand, you are more likely to trust someone when you can verify who they are from three or more social media profiles, blog entries, photos and Google results. You trust them even more when you find them on LinkedIn.

On the other hand, people will NEVER trust you when they find a different message, value statement and personality between three or more social media profiles, blog entries, photos and Google Results – and trust you even less when that message is reflected wrongly on your LinkedIn profile.

So, if you are hiding something, waiting for the third conversation to mention the “real” reason for you’re reaching out, you are THAT guy. You don’t want to be THAT guy.
Anyone can smell a fish, especially on social media. Be upfront about your intentions with every interaction.

Here is an example. Someone posted this on their LinkedIn profile:

“I feel I am lost in my career at this point, and would appreciate any and all guidance on what direction I should take.”

I have trouble being that forthright, as I’m sure many of you would be. However, this person demonstrated integrity at such a level recruiters have simply gravitated to her, and have even offered to groom her for their open jobs.

I hold myself to this standard daily. I hold my clients to this standard.

One client of mine posted his frustration at not knowing where his career was taking him. In that next week, he received no less than 17 e-mails from recruiters and fellow job seekers.

In contrast, I was speaking with a job seeker the other day who had been unemployed for over a year. So, I asked him what his strategy was. He said he reaches out to old friends and tells them he is unemployed on the third conversation.

“So, how’s that working out for you?” was my only stunned reply!

Don’t be afraid to tell your truth, whatever that may be, in a professional, non-whiny way. You may be surprised at the results.

By Joshua Waldman, November 9, 2013

Cypress College App
The official Cypress College mobile application is designed to provide you with campus news, class schedule, grades, registration hold information, events, financial aid, your daily course schedule, campus maps, staff/faculty contact information, and transit routes to the campus. We are happy to provide you with these valuable campus services in your pocket.

21 Best Apps for College Students
Your mobile device can boost your school survival skills

College students everywhere are heading back to school—with their mobile devices in hand. We’ve compiled a list of our favorite free back-
to-school apps that can help you score an A in College 101. Whether it's studying for a test, learning better eating habits, or even finding your car in a giant university parking lot, we've got you covered.

**Planners**

**Studious** lets you set your class schedules and homework deadlines and store notes and photos with ease. When you add your class schedule, it automatically silences your phone during the corresponding class times. For Android.

**MyHomework** seamlessly tracks your homework and class schedules. Its calendar feature supports time, block, and period-based schedules, while the homework setting lets you schedule a due date and reminders under a particular class. If your professor uses teachers.io, you can even sync your syllabus and resource materials with the app. For iOS and Android.

**Reference**

**Merriam-Webster Dictionary** is a mobile dictionary that's as good as its Web counterpart. It lets you save favorites, track your look-up history, and refer to an integrated thesaurus. Brush up on your vocabulary skills by using this app’s Word of the Day feature. On those days when your brain is a little foggy, you can simply pronounce a word to look it up without having to spell it. For iOS and Android.

**Dictionary.com** has stepped into the social media age by adding a trends list. You can see what words are trending, including those in your neck of the woods. This could come in handy to help you learn the local lingo if you’re attending college in a different state. It also has a Word of the Day feature and thesaurus tool. For iOS and Android.

**Task builders and organizers**

**IFTTT—If This Then That**—is a new kind of app that lets you build recipes, but not for food. The “recipe” is a sequence of commands that executes when a particular catalyst is selected: for example, “If I’m tagged in a photo on Facebook, then send me a text message” or “If it’s raining tomorrow, then send me a reminder to leave early for class.” Since IFTTT can sync with up to 69 apps, the recipe possibilities are numerous. For iOS.

**Any.Do** dutifully reminds you to take a moment to plan your day, every morning. For every task, you can share it with a contact, add sub-notes, or set a reminder. Sync it to your computer for greater control. Keep a lookout for Cal, Mail, and Memo (Any.Do’s version of calendar, e-mail and notes apps), all slated to be available for download “soon,” according to its website. For iOS and Android.

**Voice recorders**

**QuickVoice Recorder** is the app you’ll need when you have trouble paying attention during a long lecture. When you’re finished recording, you can e-mail the recording to
yourself, set a voice reminder that will play at a selected time and date, or even save it as a ringtone. The best part is you can even multitask (check email or browse Facebook) while QuickVoice Recorder is recording in the background. For iOS.

**Smart Voice Recorder** can actually stop recording if there’s a pause during a lecture. So if your professor decides to respond to a text in the middle of a presentation, your phone will know it, saving you valuable storage space. Depending on the recording quality you choose, it can record up to 75 hours of audio. For Android.

**Study aids**

**STUDYBLUE** is the app that’ll help you ace your next multiple-choice test. You can create digital flashcards and upload study materials to review on the computer or your smartphone. This app can even filter out the flashcards you know by heart to ensure you learn the hard ones as well. Import your notes from Evernote (in the Productivity section) for a stronger study session. For iOS and Android.

**Google Translate** can help translate that passage from your Spanish textbook, your handwritten Chinese characters, or that Italian phrase the waiter said Saturday night. So you can quickly type, write, say, or photograph whatever you need translated between more than 70 languages. For iOS and Android.

**Productivity**

**Evernote** is the app that saves everything you need—literally.

You can type a note, take a photo, record audio or attach a file in this app that syncs to all your connected devices. The more you use it, the more uses you’ll find for it. (For starters, it’s great for group projects and term paper research.) For iOS and Android.

**Pocket** is a favorite from our 5 great summer apps list. Stop stuffing your e-mail inbox with articles or videos you want to read or view later. Instead, save, sync, and view them here with any connected device. So that series of news articles you need to read before your political science class can be right at your fingertips. For iOS and Android.

**Reminders** is the default productivity app for Apple iOS. A great feature is the ability to set task reminders not only on a particular day and time, but even at a particular location. So if you need to remember to drop off the rent check when you get home, this app can connect to your location services so it can remind you as soon as you pull into the driveway. For iOS.

**Wellness**

**Lose It!** is the app you need to help keep the Freshman 15 at bay. You can easily track your meals and calories burned with this app. Even the calorie total for that bag of chips you devoured last night is in here: Just scan the barcode or search for the item and it’s automatically added to your daily food log. And that hour of pool you played last night? It counts as exercise! Just select “billiards” and you’ve already burned 107 calories. For iOS and Android.
WebMD has a Symptom Checker that can help you determine if you have the flu or simply had too much fun Friday night. It also has local health listings to help you find a nearby physician, hospital, or pharmacy. For iOS and Android.

**Banking**

Mobile Banking apps, available from most major banks (including Bank of America, Capital One, Chase, and Wells Fargo), let you access your accounts, transfer funds, and pay bills with the swipe of a finger. You can even snap a photo of a check on your smartphone and virtually deposit it into your account. So there’s no more worrying about making it to the bank before it closes to deposit that check your grandparents mailed you last week. For iOS and Android.

**Travel**

TripIt Travel Organizer is the go-to app for organizing your holiday travel plans. When you book a flight online and get an e-mail confirmation, it automatically scans your e-mail and imports all of the information into the app. It can even give you directions from the airport to the hotel and sync your flight schedule to your smartphone’s calendar. You can also share your itinerary with a friend. For iOS and Android.

**Locators**

Find my car! Free and MyCar Locator Free are helpful for those who attend big universities with parking lots the size of football stadiums. They detect when and where you’ve parked and give you walking directions to find your vehicle again (aided by Google Maps). Find my car! Free also has a timer to remind you when your metered parking is going to expire. For iOS and Android, respectively.

**Find My iPhone** (or **Find My Phone**, for Android) is one app you’ll definitely appreciate if you’re unfortunate enough to need it. Using your smart phone’s locator services, this app can locate your phone if it’s ever lost or stolen, ping a sound to help you find it, and allow you to remotely wipe data from a connected device. Give yourself some peace of mind (and save on the replacement phone fees) by syncing this app to your other devices. For iOS and Android, respectively.

**SOURCE:**
By Kaitlyn Wells, August 23, 2013

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**7 Great Ways to Approach Employers on Social Media**

Social media is a great tool for your job search and career--after all, relationships are often the key to a new job opportunity. But with all of the advice about making these connections, you might be wondering, ‘How exactly do I approach potential employers on sites like Twitter and LinkedIn?’

Here’s what several experts have to say about forging professional relationships online:

**Pick The Right Target On Social Media:** For any organization, there may be several active voices on social media. Focus your energy on building a single relationship with a single person. Look
for a voice who is active and engaged with their audience. These are blog authors or tweeters who reply to comments. With this person, share regular feedback and relevant resources (without stalking them). Be patient. Real relationships take time. -- *Alan Carniol, Interview Success Formula*

**First, Be a Good Follower:** Before approaching a potential employer on social media, follow them for a while to understand their approach and what they like to write about. Retweet their posts or mention them over a sustained period of time, weeks or months. Then, when you want to reach out, they’ll be more receptive to hearing from someone who has already expended capital promoting them. -- *Dorie Clark, Author of Reinventing You: Define Your Brand, Imagine Your Future*

**Find Commonalities So You Can Say, ‘Oh You Went There Too?’**: It’s all about the connections, finding the one thing you have in common with someone. Using LinkedIn as an example, find someone that works at the company you’re interested in that you have a connection with, could be someone you worked with, fellow alumni, or member of professional association. Use this connection to reach out and ask for help reaching the right person to talk with about opportunities. -- *Paul Kostek, Air Direct Solutions*

**Don’t Be Shy:** Engaging potential employers using social media is very popular. The easiest way is to message them asking what the best way to submit a resume with the company is. It always helps to state a few brief reasons on why you would like to be employed with said company. It will show that you have done the homework that hiring managers like to see. -- *Ben Yeargin, Corporate Recruiter for Craig Technologies*

**Job Seekers Should Use Social Media to Show Their Value:** Social media is a great tool for job seekers to use when connecting with employers. The best way for job seekers to approach employers is to use social channels to show off their knowledge and value. Share an interesting article, start a thought-provoking discussion, or take part in an industry chat. Once initial contact has been made, job seekers can share their video resume or work portfolio.
to show employers what they can do. -- Josh Tolan, Spark Hire

**Strike Up a Conversation First:** Don’t approach employers online by first saying, “Hey, can you get me a job at XYZ place?” Establish a rapport first, whether that means tweeting back and forth a conversation together or Instagramming a photo of one of their products and a clever way that you used it. -- Heather Taylor, social media manager, MyCorporation.com

**Use LinkedIn To Follow Target Companies and Find Warm Intros:** Start by following your target companies on LinkedIn. Once you identify a position or a group that you are interested in, look for warm intros through your network. See if you have a connection who can introduce you to the recruiter or hiring manager. If not, seek an intro to someone on the team. Social tools enable (not replace!) personal interaction. -- Michelle Proehl, Slate Advisers

**SOURCE:** http://www.careerbliss.com/advice/7-great-ways-to-approach-employers-on-social-media/

By Heather Huhman, February 27, 2013

**How Twitter Can Help You Land Your Next Job**

No doubt, you've already heard that networking is the best way to find a job? Unfortunately, networking can be a bit of a dirty word. People hate having to network; they think it means asking people for help. Luckily, social networking tools, such as Twitter, allow job seekers to redefine networking. Instead of contacting people you don’t know to ask for favors, you network by demonstrating your expertise and providing useful resources and information to people you want to notice you.

Can you find a job on Twitter? Yes, you can. Follow these steps to help you take advantage of this tool that provides access to everyone from CEOs of companies where you want to work to potential colleagues at those companies.

**Use Twitter to highlight what you know.**

If you're an expert in your field and a valuable employee, but only your office mates know about you, it is more difficult to land a new job. Use Twitter to post information, news and commentary about your industry. When you demonstrate that you have your finger on the pulse of what's going on in your field, you extend your influence and attract people to want to learn more about you, even if you're not currently employed.

How can you find great information to share via Twitter? One useful resource is SmartBrief.com. You can subscribe to free newsletters in an array of categories and receive vetted news and
information that you can read and share with your Twitter community. (Don't forget to sign up for AOL Jobs' weekly newsletter, too.)

Show, don't tell.

Soft skills, or emotional intelligence, have become very valuable to hiring managers. Managers are beginning to put more weight on abilities that are difficult to teach, such as leadership, communication and adaptability. When you use Twitter, you can easily demonstrate many of the most valued soft skills. For example, if your target job requires good judgment and a positive demeanor, your active Twitter stream, devoid of negative comments and without any questionable content, becomes a living example of how you may perform on the job.

Additionally, Twitter provides an opportunity to consistently demonstrate your ability to communicate concisely and completely, even in only 140 characters, which is the length of the longest tweet. Do not underestimate the value of being able to prove what you state on your resume or application materials via your social networks.

If leadership is a skill you'd like to demonstrate, consider finding a Twitter chat to join. These chats, which exist in just about any field you can imagine, are great ways to improve your standing in your online community. Once you become active in a chat, you can offer to help the chat leaders administer the chat by guest hosting. Ultimately, you may find starting your own chat is a useful way to highlight your leadership abilities.

Expand your circle of influence.

Can you get a job by networking only with the people you know in person? Perhaps, but since referrals continue to be a prime source of hiring, you're even better off if you can grow your network of people who know, like and trust you and who may submit your name for a job opportunity. When you use Twitter to connect with people in your field whom you don't already know, and you impress them with your command of your field, you give yourself more chances to connect to jobs.

Use WeFollow.com to identify people who tweet about topics that relate to your field. Connect with them, retweet (forward along) their content with attribution and get to know some new people.

Learn new things.

It's difficult to keep up with all of the news and information you need to know to stay competitive for jobs. When you tap into a well-connected, informed group on Twitter, you'll never need much more than to sign into your Twitter account to learn what's new and what's hot in your industry.

Once you get started on Twitter and find a few useful accounts to follow, it's easy to access additional, helpful resources. Since Twitter
doesn't require or expect users to gain introductions in order to connect with people, simply click through to view the list of people your favorite Twitter users follow. Add them to your Twitter stream and prepare to learn from these new resources.

SOURCE: http://jobs.aol.com/articles/2013/08/19/twitter-networking-tips/
By Miriam Salpeter, Aug 19th 2013

20+ LinkedIn Tips
For many of us, our LinkedIn accounts have become incredibly neglected over the years. Sure, we have one. Sure, we use it on occasion but we’re certainly not falling all over it like we do Facebook and Twitter. Not only is this a mistake personally, but it doesn’t do anything for your business or brand. LinkedIn has been proven again and again to deliver more and better qualified leads than any other social network. On top of that, the networking implications are huge. It’s your direct rolodex to millions of others in the business community.

It’s time to give your profile an overhaul so that you can benefit from all that LinkedIn has to offer.

1. Privacy Settings
You’d think this would go without saying, but what’s the point of having a LinkedIn profile if all of your information and updates are private? LinkedIn – at its core – is a site designed to share your qualifications and thoughts with others in the business world. Keep the information flowing.

2. Complete Your Profile
Once again, this begs the question, what’s the point? If you don’t have everything listed on your LinkedIn profile (school, past employment, current employment, a strong headline, a picture, etc.) why bother? Ensure that you’ve completed all that you can within your profile to get the maximum benefit. Remember, LinkedIn is very search-driven, both on-site and off. If you don’t have the information people are looking for, you’re just getting passed over.

3. Vanity URL
Claim it. I read recently that hiring managers for Internet marketing-related job searches have a tendency to pass on people who don’t take the simple step of claiming their vanity URLs. It makes sense. It’s an easy step that helps to brand your profile and those that overlook it might overlook equally simple tasks on the job.

4. Add a Photo
Just like attending networking events, it’s always important to put on a smile and put your best foot forward. You wouldn’t want to network with someone with a bag on their head (actually you might – interesting), so why wouldn’t you give people a chance to see who they’re talking to, recommending, sharing content with, considering for a job, etc.
5. **Connect Additional Profiles**
The URL field allows up to three additional websites to be added. This is obviously a great place to put a link to your personal or company website and relevant social accounts (Twitter, Facebook, etc.).

6. **Be Descriptive**
“Internet Marketing” is a broad term. Tell me what you’re good at. Tell me not just what your job title is, but also what your responsibilities are.

7. **Keyword Optimize**
Like I said earlier, LinkedIn is very search-driven. If people are looking for other Content Marketers, they tend to search things like “content marketing” using the on-site search feature. If you use sloppy keywords in your titles and descriptions, you might be passed over next time INC. magazine comes looking for a quote from a Content Marketing Manager at a digital agency. Just like all things in life, don’t overdo it. This isn’t 2002 “meta” SEO. You are looking to be as descriptive as possible without dumping keywords.

8. **Endorsements**
Get them. Not only do they show that you are proficient at what you do but according to some sources, the number of positive endorsements might improve your positioning when people use the on-site search feature.

9. **Expand Your Network**
Don’t go sending requests to connect with thousands of people you don’t know, but if you legitimately think you have something to offer, or a good chance to network and befriend someone – go for it! This isn’t Facebook, and generally people don’t care about your number of “friends” (connections), so don’t think this is a popularity contest. Your connections are those that you have networked in the past, or hope to network with in the future. Keep that in mind.

10. **Use Anchor Text in Links**
I’d imagine that 98%+ of all the profiles on LinkedIn either don’t realize you can use anchored links, or don’t know enough about SEO to even consider the idea. Here’s news for you, you can indeed anchor your links if you use the “other” option when adding one of the three links LinkedIn allows you to connect to your profile. For example, instead of selecting the option “company website,” select “other” and then
enter whatever text you’d like. You’re welcome.

11. Groups are for Friends
Remember when I was talking about expanding your network without being the creepy guy that just goes around inviting random people (that they’ll never meet) to connect? This is a much less creepy way to do that. Join a group and meet others that are interested in the same topics as you.

12. Better Yet, Start a Group
There’s no better way to position yourself as an expert – or your company as an industry leader – than to create your very own group. Just know, if you start one of these, it’s up to you to fill it and give people a reason to keep coming around.

13. You’re Not Good at Everything
When adding skills, remember, you’re not good at everything. If an employer or potential business partner uses your LinkedIn profile to gauge your proficiency in a specific skill, they’ll be severely disappointed once they find out your proficiency in Adobe Illustrator really means that you (basically) know how to open an AI file and resize it. List your skills, and be honest. Nobody is good at everything, and you’re no exception.

14. Remain Professional
Remember, this is a professional network. This isn’t a place to post pictures of you doing keg stands over the weekend. There are other social networks that are much better suited for that. You don’t have to be stuffy, but don’t stray too far from the persona that people want to do business with.

15. Contribute
LinkedIn has its own timeline, groups and the ability to comment on and/or share just about anything. Take advantage of it. Make your profile something people derive value from.

16. Connect via Welcome Message
Personalized welcome messages go a long way when you’re attempting to connect with someone new, or answering responses from people that are trying to connect with you. Remember, LinkedIn is a giant networking event. Shake some hands.

17. Be Consistent
LinkedIn happens to be amongst the bottom when it comes to social networks people spend the most time on. You don’t have to live on the site, but update it semi-regularly, especially when you switch jobs, positions or gain more skills.

18. Check Stats
Basic users can see the last few people that visited their profile and the number of times you’ve appeared in search results.
over the past 90 days. Premium subscribers have access to even more data. Use it. Find out if what you’re posting, sharing or contributing is leading to more or less views. See who’s viewing your profile and offer them the opportunity to connect.

19. Use a URL Shortener
I like using URL shorteners – like Bit.ly – because I’m quantitative by nature. Several URL shorteners have fairly in-depth analytics packages (even on free accounts) that allow you to see how many times your links are clicked, shared, etc. I use this as a tool to see what I’m sharing that’s connecting with my audience. This helps me to target my approach so that I reach more people.

20. Set up a Company Page
Setting up a company pages has SEO benefits, has the potential to help your business attract more leads from on-site search and it just makes your business “feel” and look more professional. It only takes a few minutes. Set it up and encourage those that work with you to use it.

21. Cross-Promote
Answering questions on Quora? Try answering them as a LinkedIn status update and link to it from Quora. Wrote a blog post on LinkedIn? Great, share it on Twitter. The more eyes you get your name in front of, the more memorable you become. Start promoting social networks with other social networks and you’d be amazed at just how many people you reach.

SOURCE: http://jobacle.com/blog/20-linked-in-tips.html
Andrew G. Rosen, July 19, 2013

Creating a Vanity URL on LinkedIn in 5 Easy Steps
There’s a common question in resume writing about including your LinkedIn address at the very top of the page under your phone number and email address. While there’s no general rule that says you should or shouldn’t include your LinkedIn address, it’s becoming more common to display it these days because of LinkedIn’s growing popularity.

I generally recommend including your LinkedIn address if you have an account that’s fully developed, meaning that you’ve completed a significant portion of the sections, including
your work history, education, foreign language abilities, and the like. (And you’ll definitely want to create a LinkedIn presence if you don’t already have an account!) What’s important, though, especially at the top of your resume, is to use a “vanity URL” rather than the full URL address that LinkedIn initially provides when you open an account. The vanity URL is much shorter and can be customized around your name, so it’s much easier on the eye and takes up less space.

For example, when you initially open up a LinkedIn account, it will assign a URL address with lots of numbers and symbols that strains the eye a bit and is generally long and clunky. It might look something like this:

http://www.linkedin.com/profile/view?id=20362799&trk=nav_responsive_tab_profile

Your vanity URL, in comparison, will look something like this:

www.linkedin.com/in/paulfalcone1

See the difference? Much nicer, isn’t it?

Here’s what the finished product might look like at the top of your resume:

PAUL FALCONE
Los Angeles, CA
(310) 691-3838 Cell
Paul@PaulFalconeHR.com
www.linkedin.com/in/paulfalcone1

With all of that information right at the top of your resume, you’ll have made yourself very easy to research and contact, which every employer appreciates. Note that you no longer need to include your street address: once posted to the Internet, resumes take on a life of their own, and you never know where they’ll end up. So rather than posting your home address for the whole world to see, simply include your city and state. This guards your privacy while still giving a prospective employer a good idea of where you currently live.

To create a vanity URL in LinkedIn, simply take the following steps:

1. Log in to your LinkedIn account.
2. Hover your mouse over your name in the top right corner of the page and click on “Privacy and Settings” in the drop-down menu that appears.
3. Click on the “Edit your Public Profile” link, which you can find at the bottom of that page under the “Helpful Links” heading. You’ll then be in edit mode and will see your current LinkedIn URL address under your photo. Click on the edit link right next to your current URL address.
4. On the next page, click on “Customize your Public Profile URL,” which you’ll find on the bottom right side of the page in the “Your Public Profile URL” section.
5. Once the text box pops up at that point, type your desired custom URL in the text box, and click “Set Custom URL.” Depending on how common your name is, LinkedIn will generate the closest options for you, sometimes by simply placing a 1, 2, or 3 after your full name.

And voila—your vanity URL will be up and running and will show up on your LinkedIn page.
form that point forward. Yes, this may look like a minor touch, but it proves your social networking savvy and helps you stand out among your peers. Great job enhancing your resume and your LinkedIn profile at the same time—Sometimes it’s the little touches that count!

SOURCE: http://www.paulfalconehr.com/2013/12/05/creating-a-vanity-url-on-linkedin-in-5-easy-steps/
by paulfalconehr.com on December 5, 2013

5 Pinterest Boards to Follow for the Best Career Inspiration
This holiday season, add a little more career inspiration in your Pinterest repertoire.

Here at CareerBliss, we are big fans of Pinterest for its dazzling imagery, inspirational quotes and a beautiful collage of links to the best, most insightful career advice.

If you haven’t already, please follow CareerBliss on Pinterest. We pin awesome images, including our advice, tips and trends, daily.

In fact, CareerBliss Pinterest was even mentioned by The Webby Awards for excellence in social media!

In addition to CareerBliss Pinterest, there are a select few Pinterest boards that we absolutely love. The following five Pinterest boards go above and beyond in offering insightful and inspiring career advice, no matter what you do or how far along you are in your career. There’s a touch of wisdom for everyone deep within the pins of the following awesome Pinners:

1. **Levo League**
   http://www.pinterest.com/levoleague/
   Levo League is a thriving community of young professionals, role models and innovative companies. It’s heavily focused on Gen Y, but is swarming with tried and true wisdom overall.

   Not only are there boards specifically for job search advice that we recommend but also features on Female Founders, Professional Style Guide, Productivity and Organization and “In the Media” for your full dose of inspiration.
   Pick and choose the boards that apply to you most!

2. **AfterCollege**
   http://www.pinterest.com/aftercollege/
   We heart AfterCollege for their awesome resources. They have industry specific boards, like advertising and marketing. All of their boards are geared toward young professionals new to the workforce. They pin Career Lifestyle tips, Freebie and Giveaways (fun!) and Exploring Career Paths.
3. **US News Careers**  
http://www.pinterest.com/usnewscareers/  
US News pins a ton of great job advice. They have a board entirely dedicated to What to Wear: Job Interview, Great Home Offices and Above and Beyond Resumes. We highly recommend you check out US News’ awesome career boards.

4. **TED News**  
http://www.pinterest.com/tednews/  
If you’re not familiar with TED, it’s a nonprofit devoted to ideas worth spreading. It’s a great channel for access to the most innovative, thought-provoking images, quotes and article links. TED News offers niche boards for everything from The Creative Spark to Tools for Teachers. Follow whichever floats your boat!

5. **Brazen Careerist**  
http://www.pinterest.com/brazencareerist/  
We always find great gems from the Brazen Careerist Pinterest board. It’s filled with pins on boards called Career Courses, Wise Words (our favorite), Infographics, Healthy Office Snacks and a lot more.

A big thank you to these five favorite Pinterest boards for offering so much career wisdom and inspiration. We hope that following the above Pinners and CareerBliss Pinterest will ignite a daily dose of passion to pursue your career dreams wholeheartedly!

**Pinterest Boards Suggested by the Cypress College Career Planning Center**


**SOURCE:** [http://www.careerbliss.com/blog/5-pinterest-boards-to-follow-for-the-best-career-inspiration/](http://www.careerbliss.com/blog/5-pinterest-boards-to-follow-for-the-best-career-inspiration/)  
By Ritika Trikha, December 26, 2013
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Tools to Help You Research College Majors, Job Titles and Occupational Environments
Listed below are just a few of the Site Licensed programs available through the Career Planning Center to help you explore majors and careers, salary estimates, workplace environments, necessary job skills and what the day-to-day work entails of various job titles:

- Career Cruising
- Choices Explorer and Choices Planner
- Chronicle Career Library
- EUREKA
- Facts on File
- Focus 2
- Vocational Biographies

Go online to our Site Licensed Career Programs page or visit us at the Career Planning Center
http://www.cypresscollege.edu/services/cpc/siteLicensed.aspx