

Your #Career : Beyond #LinkedIn — Using Social Media For Your Job Search...It's no Secret that LinkedIn is a Powerful Job Search Tool. It Can Help you Expand your #Network, gain Job Prospects, Grab the Attention of #Recruiters & More.

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It's no secret that LinkedIn is a powerful job search tool. It can help you expand your network, gain job prospects, grab the attention of recruiters and more. There are many other ways to leverage social media to give your job hunt a boost, though. Try these tips during your job search in 2016, to get a leg up on the competition.



Scope out Instagram. If a potential employer has a company Instagram account, the photos can offer some serious intel into the day-to-day happenings of its office. The No. 1 question an Instagram account will answer: What is the dress code *really* like? This helps get rid of any confusion or anxiety over an appropriate interview outfit. Additionally, you might also find that the company is hosting an event, supporting a charity or partaking in fun team-building exercises. These are all great for giving you a better understanding of the culture and helping you make genuine conversation during an interview.

Read the blog of an insider. Find a list of employees who work within your desired department via LinkedIn to see if any promote themselves as bloggers or keynote speakers. If yes, reading an employee's industry blog can provide insight into how the people at a potential employer think and work. And if your hiring manager is the one with a blog, it will offer a wealth of information and ideas to discuss during your interview, making you look incredibly smart and tuned in to the company.

Follow on Twitter. A Twitter account can provide an up-to-date feed of important news, trends and even job opportunities. Plus, if the company is small, interacting on Twitter could help provide you with name recognition for when you submit a resume. However, make sure that your Twitter page is squeaky clean and reflects your professional goals before connecting.

Take LinkedIn even further. Many people use LinkedIn as only a digital version of their resume, but there are so many other ways to showcase your skills and experience on the social platform. For example: Ensure you're getting the most out your **LinkedIn recommendations**. Upload portfolio examples. Join industry groups. Follow prospective employers and influential people in your industry.

And my final piece of advice: *Social media is a quick and easy way to gain information and make connections, but don't take it too far. You shouldn't be hounding a hiring manager via Twitter after an interview, sending messages on LinkedIn when it's not appropriate or stalking employees through Instagram.*

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