



## CAREER BOUND SUCCESS, INC.

Now more than ever, companies are using social media to find potential candidates.

With thorough planning and the right preparations, social media can increase your network, visibility, and opportunities to land your next job!

### Strategic Steps for Job Search Through Social Media



#### 1. Monitor Your Online Image:

- Google yourself to ensure that the information you find is positive
- Untag & remove posts, pictures, or comments on social media platforms that reflect on you negatively
- Avoid posting & participating in controversial or negative content

#### 2. Create a List of Targeted Companies:

- Click "Like" on companies' pages & join conversations
- Follow companies & key players on social media platforms
- Read & contribute your opinion on companies' blogs

#### 3. Search for Jobs:

- Find companies' job posts online using LinkedIn, Indeed, & other job boards
  - 77% of recruiters rely on LinkedIn when hiring
- Increase your opportunities by looking for jobs on companies' social media pages

#### 4. Network:

- Let your connections know you are searching for a job by messaging them through social media or email

- Recent studies have shown that 80% of today's jobs are landed through networking & social media
- Join networking groups on social media platforms to increase your visibility

### 5. Use LinkedIn Strategically:

- Upload a professional & high-quality headshot
- Create a short & memorable headline that explains who you are in a professional context
- Update your profile on LinkedIn by including your experience, certifications, awards, etc.
- Select keywords for your "Skills" section that showcase your expertise
- Learn more about your interviewers by researching them through LinkedIn

### 6. Start a Blog:

- Create a blog to increase your visibility, demonstrate your writing skills & allow hiring managers to learn more about you
- Share your value, knowledge & expertise through your blog posts
- Post your blog link to various social media platforms to drive traffic to your website

### 7. Organize Your Plan:

- Time management is important when using social media as part of a job search
- Schedule time to focus on your social media profiles, join & actively participate in groups

*Social media is a powerful tool for successfully landing your next job!*

## Jumpstart Your Job Search



Discover your competitive advantage by collaborating with Arlene Newman, President of Career Bound Success, and her team.

We work with professionals at all levels and across all industries, providing them with strategies to successfully land jobs!

In addition, we work with companies to provide **Corporate Outplacement**.

With one-on-one coaching, we develop personalized strategies to achieve career success.

Our services include:

- Career Direction
- Resume Preparation
- Personal Branding
- Online Image
- Networking Strategies
- Interview Training
- Salary Negotiations
- Corporate Outplacement

**And More!**

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