



Job Searching with Social Media For Dummies

By Joshua Waldman

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Job Searching with Social Media For Dummies By Joshua Waldman

Harness social media to land your dream job

For anyone looking for a first job, exploring a career change, or just setting up for future success, social media sites are proven platforms for facilitating connections, demonstrating passions and interests, and ultimately landing the job. *Job Searching with Social Media For Dummies* enables you to harness the power of the Internet to research and identify job opportunities, and then create a strategy for securing a position.

Job Searching with Social Media For Dummies features in-depth coverage of topics such as: creating effective online profiles and resumes to sell your strengths; maintaining your online reputation and understanding electronic etiquette; using the power of personal branding and building your brand online; avoiding common pitfalls, such as jumping into filling out a social media profile without a strategy; getting to know Twitter, the only real-time job board with literally thousands of jobs posted daily; using social media sites to uncover opportunities in the "hidden job market" ahead of the competition; and much more.

- Takes the mystery out of Facebook, Twitter, and LinkedIn
- Offers advice on how to brand yourself online
- Includes coverage of the latest changes to social platforms and websites

If you're a recent graduate, changing careers, or have been away from the job-search scene for a while, turn to the trusted guidance and expert insight of *Job Searching with Social Media For Dummies*.

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Job Searching with Social Media For Dummies By Joshua Waldman Bibliography

- Sales Rank: #445235 in Books
- Published on: 2013-10-07
- Original language: English
- Number of items: 1
- Dimensions: 9.20" h x .80" w x 7.40" l, 1.25 pounds
- Binding: Paperback
- 384 pages

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Editorial Review

From the Back Cover

Learn to:

- Speed up your job search with Facebook®, Twitter®, and LinkedIn®
- Create, establish, and promote a winning personal brand
- Leverage the power of social media to enhance your career

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- Get social — find out how social media has changed the job search spectrum and get a refresher on online networking basics
- Personal Branding 101 — discover the importance of personal branding and how to best promote and communicate your message online
- Out with the old school resume — find out why creating a complete profile on LinkedIn is so important and get easy-to-follow guidance on adapting your resume for an online audience
- Put social networking to work — grasp how to use Twitter, Facebook, and other social networking sites in new ways to make connections you never dreamed possible

Open the book and find:

- The importance of having an online presence
- What your personal brand is and why it's essential
- How to review your online reputation (and how you can repair it)
- Guidance on crafting web resumes with LinkedIn, video, and more
- Using Twitter, Facebook, and other sites to land a position
- Mistakes people make when using social media sites

About the Author

Joshua Waldman, MBA, is an authority on leveraging social media to find employment. His writing has appeared in *Forbes*, *Huffington Post*, *Mashable*, and the *International Business Times*. Joshua's career blog, CareerEnlightenment.com, won the About.com Readers' Choice Award for Best Career Blog 2013. Joshua presents keynotes, trainings, and breakout sessions around the world for students, career advisors, and professional organizations.

Users Review

From reader reviews:

Kayla Wilson:

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