



Job Searching with Social Media For Dummies

By Joshua Waldman

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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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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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