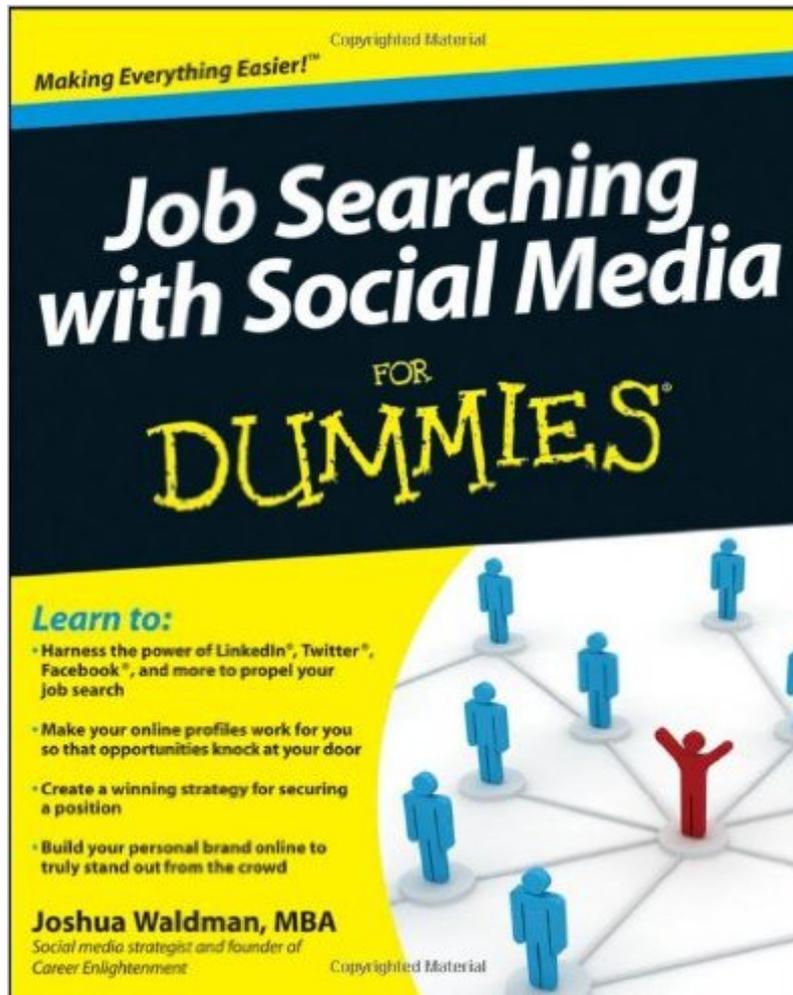


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# Job Searching With Social Media For Dummies



## Synopsis

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 ensuring that employers who Google you like what they find) 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. Shows you how to easily harness social media sites Advice on how to brand yourself online Covers all of the latest and most popular social media sites: Google, Twitter, Facebook, LinkedIn, and more 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.

## Book Information

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## Customer Reviews

This book is most useful to people who meet the following criteria:1. Know what they want to do;2.

Are social media savvy and not already using social media for something entirely unrelated to work (e.g., a creative endeavor); and 3. Are looking for jobs in a large industry that makes use of HR departments and hiring managers.

Who this book is less useful for:

1. People searching for more than one kind of position;
2. Anyone uncomfortable with social media or the concept of personal branding; or
3. People who work in a small industry where everyone knows everyone, especially if they aren't new to the market.

I'm an over-50 professional and I work in a small industry. I was hoping this book would have some tips such as revising my resume and packaging my skills in a new and creative way for a different kind of position. And it does... sort of. But really it's geared to people looking for specific jobs with large or unknown companies, especially ones that use recruiters and hiring managers who are actively searching for potential workers they don't already know or may have forgotten. The advice also doesn't really work for someone who does more than one thing -- e.g., the ad exec who is looking for administrative assistant work to pay the bills while she looks for a "real" position. There's no advice for how to brand yourself for such a situation, one in which older workers who've been out of work for some time are increasingly finding themselves.

Some parts of the book were still really useful -- such as the section on updating a resume for online viewing.

Of all the "for Dummies" guides I've read -- and I guess I'm enough of a dummy to have read several -- Joshua Waldman's "Job Searching with Social Media for Dummies" is one of the best. Waldman tackles his subject matter in a well-organized and understandable fashion, demonstrates a good understanding of what job-seekers need, and shows that he's been doing a very good job of keeping up with the latest aids the web has to offer. Waldman's job search philosophy is relatively simple. Figure out who you are and how you want to present yourself to employers. Package yourself in a clear (and honest) fashion, and then get out your message using LinkedIn, Facebook, Twitter, a video resume, and/or your own blog. Enlist the help of friends. Don't neglect in-person networking or direct contact with employers, including voice or face-to-face informational interviews. Waldman gives extensive tips on each step.

Despite my 5-star review, I have major reservations about the book. There is very little in any of the self-help job search literature that is based on more than anecdotal evidence about what techniques are effective in locating and landing jobs. Real, scientific research is severely lacking. We know that real-life social networks are very important sources of both information and influence in the job search/hiring process. To the extent that you are able to build and maintain your social networks through social media, social media resources should be helpful. But that doesn't tell you whether LinkedIn is more effective than Facebook or Twitter, and

it certainly doesn't tell you whether you're better off spending your 10 hours of free time this week blogging, working on your LinkedIn profile, cold-calling employers, or a combination of the three.

This is a wonderful MODERN job searching book that coaches you along the "new" job search as technology and social media has changed the way we find work. It's great for anyone that is looking to change jobs or that is out of work and searching for a job, but as a recruiter I'm excited about the tips and updates that I can use in my search for candidates! Here are a handful of things that stand out to me as very helpful and SUPER GOOD REASONS to own this book if you are a job seeker: Strategy chapters--"help" or "self-help" books often give you a ton of assessments (which I HATE) or they tell you general ways to change or improve but they don't give you a road map to put those changes into action. Here, we have several strategy chapters to get you rolling along that are purposeful, not fluffy. The whole book is set up to be a reference guide so you can always flip to a section and create an immediate action plan. I especially like a small section in the very first chapter that helps you assess your "current reality" before you start your job search. It asks you 5 questions that help you decide where you are and what resources you already have that you can utilize before you jump online or dive into social media. There's a chapter on how to create professional blog posts and how to maintain an active blog without taking too much time. This can be monumental in creating and maintaining your online brand/presence but it can be daunting when it seems time consuming. There are two different sections on how to build an online resume, which is different from a paper resume, and it recommends sites/tools to do so.

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