Job Searching with Social Media FOR DUMMIES
A Wiley Brand

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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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.

- **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 résumé** — find out why creating a complete profile on LinkedIn is so important and get easy-to-follow guidance on adapting your résumé 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

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.

Go to Dummies.com® for videos, step-by-step examples, how-to articles, or to shop!
Passing a values test

Online career assessments can help you bring objectivity to your inner search. And who doesn’t love taking personality tests?

One cool startup, Knack (www.knack.it), offers fun online and mobile games whose results reveal penetrating insights into who you are and what you have a knack for. By playing fun games, you’re more relaxed and therefore more likely to display your inner self. As you play, results tell you where your abilities and character strengths lie, and match you up with companies and jobs. Knack is free and available on the website.

The MAPP test, or Motivational Appraisal of Personal Potential, is another popular test for job seekers. It takes about 15 minutes to complete and asks you to agree or disagree with a triad of three questions. At the end, it tells you what your strengths and motivations toward different types of work are. You can take the MAPP test for free at www.assessment.com.

Giving yourself a sound bite

Perhaps you have a long list of words to describe yourself. That’s great, but a hiring manager doesn’t have the time (or the interest) to sit down and read through your list. You need to winnow down all those great, descriptive words into a short list of no more than three in order to create a memorable sound bite. Forcing yourself to choose three words also helps you prioritize your personal branding message. And this focus ties in to your value statement, résumé, and any other decisions about your image.

Take this opportunity to look through your list of words. Are there patterns that emerge? What, if any, are some themes you can identify? If I were to call you on the phone right now and ask for the three words that define who you are, I’d expect no hesitation as you reply, “Integrity, helping others, and courage” (or whatever three values best apply to you).

One of the best business cards I’ve ever seen was from a senior technologist who called herself a database wizard with personality. One simple phrase was really the perfect representation of her character, personality, and skill. The goal here is for you to have your own sound bite.

Looking at Your Market

A brand is only as good as its perception, which means simple self-knowledge isn’t enough. You need to understand the real needs of your target market if you want your personal brand message to really stick.