



We like to connect with one another, and social media is one avenue that offers this collaboration through the intersection of technology and human interaction. Social media has become a fast and cheap “background check” employers use before applicant interviews. Employers use social media to evaluate:

- Your written communication skills
- Your work history & education
- Your industry knowledge
- Your use of profanity
- How you spend your non-working time
- How you might fit into their company culture

Social media can connect you to people or businesses of interest locally, nationally and internationally. Build relationships with key influential people in your industry that you may not otherwise meet. Your network connections will be accessible and can stay current with your professional updates.

Social media platforms have also become the first source for news and events. There are many industry professionals who share articles about the current state of business, marketing and innovation.

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[LinkedIn](#) is the #1 social network used by recruiters. If you have time for only one social network for your job search, LinkedIn is the one. With LinkedIn you can gain potential networking connections, reach out to old connections and search for jobs (while creating job alerts). You can research companies of interest to learn about who works there, current openings, news, products, services, culture and operations.

[LinkedIn Guide](#) | start here to craft your dynamic LinkedIn profile.

[LinkedIn Job Search Guide](#) | tactical toolkit to put you in the career driver's seat.

[Effectively Improve Your Profile](#) | provides 22 tips to grow your LinkedIn influence.

[Improve Your Experience Section](#) | gives 12 tips to enhance your LinkedIn work experience section.

[Facebook](#) is the second most popular social network for recruiters. 55% of employers use Facebook in their recruiting. If used appropriately, job seekers can benefit from Facebook by:

- Demonstrating social media savviness
- Demonstrating skills & expertise
- Expanding your network to connect to a new job

[Use Facebook to Get Hired](#) | gives 5 ways to leverage Facebook for your job search.

