

Social Networking

The use of social media in career-related activities has increased dramatically in recent years. These relatively-new outlets can benefit you in several areas, including keeping you informed of trends and news, serving as a place to source jobs and internships, and allowing you to expand your network.

There is a wide array of social media sites that you can utilize, and the popularity of each will ebb and flow as technology and trends dictate. We recommend you consider the following:

- [LinkedIn.com](#) [1]? This professional networking site provides you the opportunity to establish a professional online identity, participate in conversations on relevant topics, and make connections with professionals in your industry or career path. *Key tip: To get the most out of LinkedIn seek out and participate in ?linkedin groups? of interest.*
- [Twitter.com](#) [2] ? This microblogging site may be most widely known for its use by media outlets and celebrities, but can also be a great way for you to interact with people of similar professional interests from across the globe. Additionally, companies are increasingly using Twitter to promote jobs and internships. *Key tip: Use ?hashtag? searches (e.g. #jobs or #internships and) ?follow? companies of interest to find opportunities.*
- [Facebook.com](#) [3] ? This social networking site likely needs no introduction or instruction on usage. But, be sure that your activities on Facebook won't give prospective employers ?red flags? about you as a candidate. Check your photos, videos and comments for professionalism. *Key tip: Utilize Facebook?s privacy settings to disallow public viewing of tagged photos, wall posts and other aspects of your profile (or make your profile entirely unsearchable).*

There are a variety of other tools and sites that you can use to develop your personal brand and incorporate into your job search strategy, including blogging ([Wordpress.com](#) [4], [Blogger.com](#) [5]) and participating in sharing networks ([Slideshare.com](#) [6]). But, like most career-related activities, you should initiate these as part of a larger strategy that emphasizes your personal skills and values. UCS counselors can help you explore opportunities and decide what avenues are best for your goals.

Source URL: <https://careers.unc.edu/students/networking-and-social-media/social-networking>

Links

[1] <http://LinkedIn.com>

[2] <http://Twitter.com>

[3] <http://Facebook.com>

[4] <http://Wordpress.com>

[5] <http://Blogger.com>

[6] <http://Slideshare.com>