VIDEO TRANSCRIPT: Online Social Networking

00:02 Speaker 1: Connecting with others professionally is a key element of managing your career. The Capella University Career Center has created three recorded interactive tutorials about the intersecting components of connecting with others. As the three puzzle pieces show, online social networking, networking, and informational interviewing make up the circle of connecting with others. In this segment we will address online social networking. In this session we will clarify what online social networking is, and what it is not, define online presence and brand, demonstrate the importance of Facebook, LinkedIn, and Twitter in the job search, identify ways to leverage online social networking tools, and review a LinkedIn profile and identify tips to incorporate into your personal profile.

00:57 S1: To get started we want to define online social networking and clarify what it is, as well as what it is not. First of all, online social networking is about giving and receiving. It is not all about you. To solely leverage online social networking, you need to actively engage, not just wait around for people to find you. It isn't bragging to share the accomplishments, and what you have to offer. Particularly when you are including specifics about what you have accomplished in your career. As with all networking, making connections with professionals is about developing reciprocal relationships, not using someone to get what you want. We encourage you to take advantage of what online social networking has to offer throughout your career, not just when you want a job.

01:51 S1: You have likely heard about the importance of having an effective brand, or presence online, but perhaps don't know what it is. Well, the Career Center defines online presence or brand as other's perception of you based on the information they have access to online. Because of the importance of your online brand, we recommend you incorporate the following tips to ensure yours is positive and professional. Remember, anything you put online is there forever, so always use professional language, and proofread your post and profiles. Be positive, and never ever ask for jobs. Curious as to what you are conveying online? Google yourself to get a sense of it. Do this frequently to ensure your brand reflects what you want it to. Remember to set your privacy settings accordingly, so you aren't putting more information out there than you feel comfortable with. Online social networking tools are great ways to manage your online brand. Because of their popularity and use by employers, we are going to focus on Facebook, LinkedIn, and Twitter. Let's clarify what each of these tools is, and what their differences are.

03:07 S1: Facebook is often fairly personal, and likely includes people you know, and interact with frequently, and includes close circles of friends and family. LinkedIn is typically more professional and extends your reach to people you work with, and professional contacts. It allows you to connect with others outside of your contacts, via discussion threads. Twitter extends your reach to people you don't know, such as leaders in the field. It isn't just individuals who use online social networking, but employers as well. Employers and recruiters search for talent, and make judgements on candidates, via online social networking sites. This bears repeating, because it is a key reason to use online social networking tools. Again, employers and recruiters search for talent, and make judgement on candidates via online social networking sites.

04:03 S1: Take a look at this slide to see just how important LinkedIn, Facebook, and Twitter are in all aspects of the job search. This is why it is important that you are thoughtful about how you use
these online social networking sites. You want to ensure that the information online positively represents you, and what you have to offer an employer, and that you keep it updated as you go throughout your career, so others are always seeing the latest and greatest you have to offer.

04:34 S1: In the remainder of this piece, we'll review some tips to help you effectively leverage the power of LinkedIn, Facebook, and Twitter. Facebook is an online network of more than one billion people from around the world, and it gives people the power to share, and make the world more open and connected. We encourage you to leverage those connections. Facebook is more social, and casual than LinkedIn, and helps you keep up with people's changing lives, even if you're not interacting with them regularly, which helps you stay connected with them. This allows you to identify commonalities, and areas of interest, and perhaps find people you want to reconnect with. You can use Facebook to expand the reach of your professional network. For example, do you have Facebook friends that you'd like to connect with on LinkedIn?

05:24 S1: Find career commonalities by paying attention to the work history on your friends' 'About' pages. A sample is pictured. Maybe an old friend just changed careers, and you'd like to invite them to coffee to hear their story, and ask for tips. Or perhaps a distant family member started working in a new industry, and you could learn more about the culture, and tap employers by reconnecting, and exchanging a few messages. Pay attention to your friends' career related posts to easily see who is in a career of interest to you. It might be someone you want to reconnect or follow up with. Use status updates to share relevant professional information, such as industry news or articles, as a way of building your professional brand. Another idea is to find and join groups or pages related to your career interest, such as professional associations and organizations.

06:19 S1: We will now move onto briefly discuss Twitter. If you are already using Twitter, we hope that the next slide shows you how you can integrate it into your job search effectively. If you are not familiar with Twitter, this will be a brief introduction to a tool that can be very useful to your job search. Refer to the resources for more information.

06:40 S1: Twitter's tagline is, "The best way to to discover what's new in your world," and it is a real time information network that connects you to the latest information about what you find interesting. Twitter always asks the question, "What's happening?" Each answer to that question is considered a Twitter status update, or what people often call a Tweet. Each update is 140 characters or less. You can use Twitter to just observe, by following people or companies of interest, but you can also engage with others in your field if you tweet with purpose and frequently, as Twitter is a time-sensitive medium. You can post articles related to your career or field, and interact with subject matter experts, using the at sign with replies. By using hashtags, which is the pound sign, conservation threads are grouped, and you can search through these. Make connections with others and identify opportunities by searching job, individuals, recruiters, or company Twitter profiles.

07:46 S1: One other tip is to keep updated on the latest job search strategies and what is going on in your field. Search for related hashtags, such as #jobhuntchat.

07:58 S1: Next is LinkedIn, which is the most widely-used online social networking tool in most professional settings. So, we'll spend the most time on LinkedIn and take you through an interactive that will help you understand how you can set up your profile. LinkedIn provides the opportunity to connect to people, companies, jobs, and ideas. LinkedIn is an online network of more than 175 million experienced professionals from around the world, and more than 2 million companies have LinkedIn company pages.
08:31 S1: Let’s get started with some general LinkedIn information and tip. First, it is crucial to set up an effective and complete profile. Someone with a complete profile is 40 times more likely to receive opportunities through LinkedIn. Because people can view it any time, it is very important that you keep it up-to-date, by adding to it over time. Making connections is what LinkedIn is all about. This tool helps you connect online with people you interact with, have connected with in the past, or want to get to know better. Before making connections on LinkedIn, think about what you want to get from your network. Do you want to land a job in a new industry or city, learn about a different career, or solicit ideas on how to do your current job better? Be sure to personalize your invitations when making connections on LinkedIn.

09:30 S1: While LinkedIn is an amazing tool for connecting with other professionals, the real magic of networking often happens offline. The groups and discussions portions of LinkedIn are great ways to build your network and develop more meaningful relationships with those in your field of interest. So, find your people by searching for groups within relevant professional associations, alumni associations, volunteer organizations, or other organizations you belong to, such as faith or interest groups, by searching for keywords that align with those interests. As with most things, you get out of LinkedIn discussions what you put into them, so actively engage. You can learn a lot from reading discussions.

10:17 S1: If you are breaking into a new field or preparing for a job interview, it can be especially helpful to get a sense of what is important to people in your field. Dig in and discover what they are talking about. The discussions are a great place to read about what the hot topics in the field are. Plus, you can gain familiarity with industry lingo. Consider posting a question or asking for advice on how to manage your career. You might ask for suggestions on how to break into the field, or what skills are highly sought after. We have found that posts asking for jobs or job leads are typically not as effective. If someone asks a question and you have experience to draw from, jump in. Contributing your subject matter expertise will help you build your professional brand.

11:08 S1: If you're engaging in conversations or particularly interested in a subject that someone posts about, consider continuing the conversation outside of LinkedIn. You could see if the individual would be interested in exchanging emails or setting up a phone call. LinkedIn is a goldmine of career information, because you can actually see the profiles of people doing jobs you're interested in. To access this information, identify people working in jobs or for employers of interest. Pay close attention to the specific information they include about the job and their career path. Remember, more than 2 million organizations have a company page on LinkedIn. You can use these company pages to learn more about the organizations that your contacts work for.

12:00 S1: There is also a job search portion of LinkedIn that allows you to apply for jobs directly within the tool. When looking at jobs on LinkedIn, go beyond the application and search out people with whom you are connected, who work at the organization of interest. If you aren't sure why this is so important, be sure to check out the networking session.

12:21 S1: We hope that you've learned some valuable information in this session and are excited to build your online social networking presence. As a reminder, online social networking provides an opportunity to make connections, demonstrate your brand, and gain career insight, and requires awareness of purpose, selection of the tool, thoughtful demonstration of presence, and intentional ongoing action.

12:48 S1: This session was brought to you by the Capella University Career Center, staffed by a team of Master's level counselors. The Career Center supports learners and alumni with all aspects
of their career, from exploration, to job search, to advancement. Watch for the two additional 'Connecting with Others' pieces as well as other upcoming career management topics. Best of luck.