

# RUTGERS

Robert Wood Johnson  
Medical School

THE BOGGS CENTER ON DEVELOPMENTAL DISABILITIES

*New Jersey's University Center for Excellence in Developmental Disabilities Education, Research, and Service*

## **The Picture Perfect Filter: *Using Facebook and LinkedIn to Find Work***



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OK...  
what is  
**Social  
Media**



**Social Media** is a broad category of websites and applications that enable users to create and share content and/or participate in social networking.



I'm eating a #donut.



I like donuts.



This is where I eat donuts.



Here's a vintage photo of my donut.



Watch me eat a donut.



My skills include donut eating.



Here's a donut recipe.



I'm a Google employee who eats donuts.

# SOCIAL MEowDIA EXPLAINED



I LIKE MY CAT



I'M PLAYING WITH MY CAT



WATCH THIS VIDEO OF MY CAT



I'M VERY SKILLED AT TRAINING CATS



HERE'S A HIPSTER PICTURE OF MY CAT



HERE IS HOW TO TRAIN YOUR CAT TO DANCE



I FREAKIN' HATE THIS CAT FOOD



I WORK FOR GOOGLE AND I HAVE A CAT

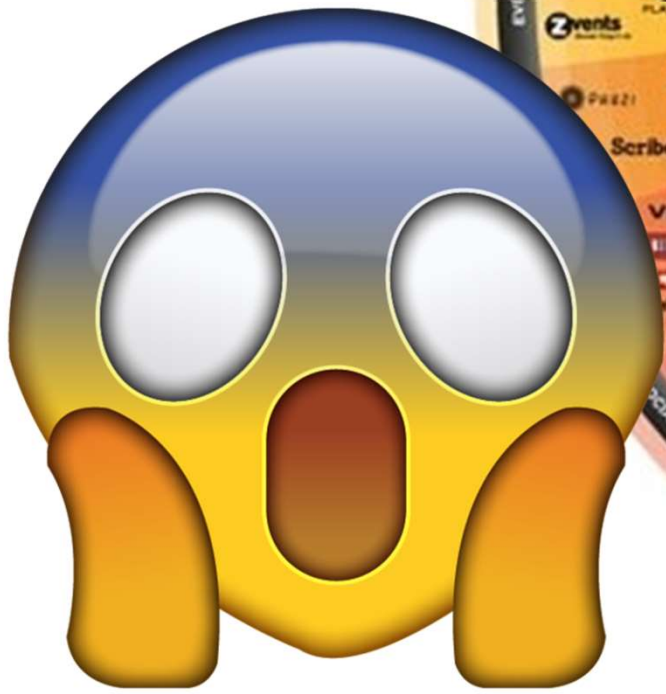


I AM LISTENING TO THE SONG "SOFT KITTY"



THIS IS WHERE I GOT MY CAT HOODIE



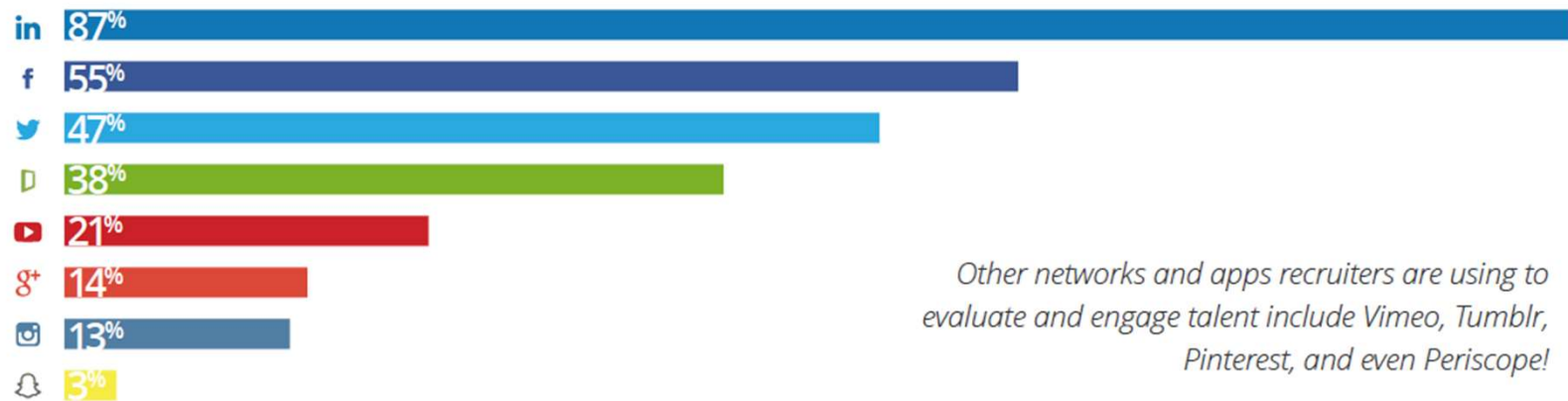


# Why is this Important?



## SOCIAL

Only 4% of recruiters DON'T use social media in the recruiting process. 4% aren't sure, but the 92% of recruiters that do use social media cast a wider net than ever:



*Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!*

# SOCIAL MEDIA PROS and CONS

## PROS



Free!

Show how great you are



Communicate now!

Make connections!



Find jobs and opportunities!

People can find you!



Learn about work!

## CONS



Takes time to do

Needs to stay up to date



Some people online are not nice (Trolls)

Some people can try to make you look bad



Not much face to face

Always updating!



Sometimes need help





## Manage an Online Presence



- Strong content
- Keep everything about work
- Update regularly
- **\*\*\*Assign duties\*\*\***
- Respond quickly



FACEBOOK


SOCIAL SHARING  
 SITE THAT HAS  
**1+ BILLION**  
 USERS WORLDWIDE

LARGEST  
 OPPORTUNITIES



COMMUNICATING WITH  
**CONSUMERS**  
 IN A NON-OBTRUSIVE WAY

USERS  
 SHARE   
**1 MILLION LINKS**  
 EVERY 20 MINUTES

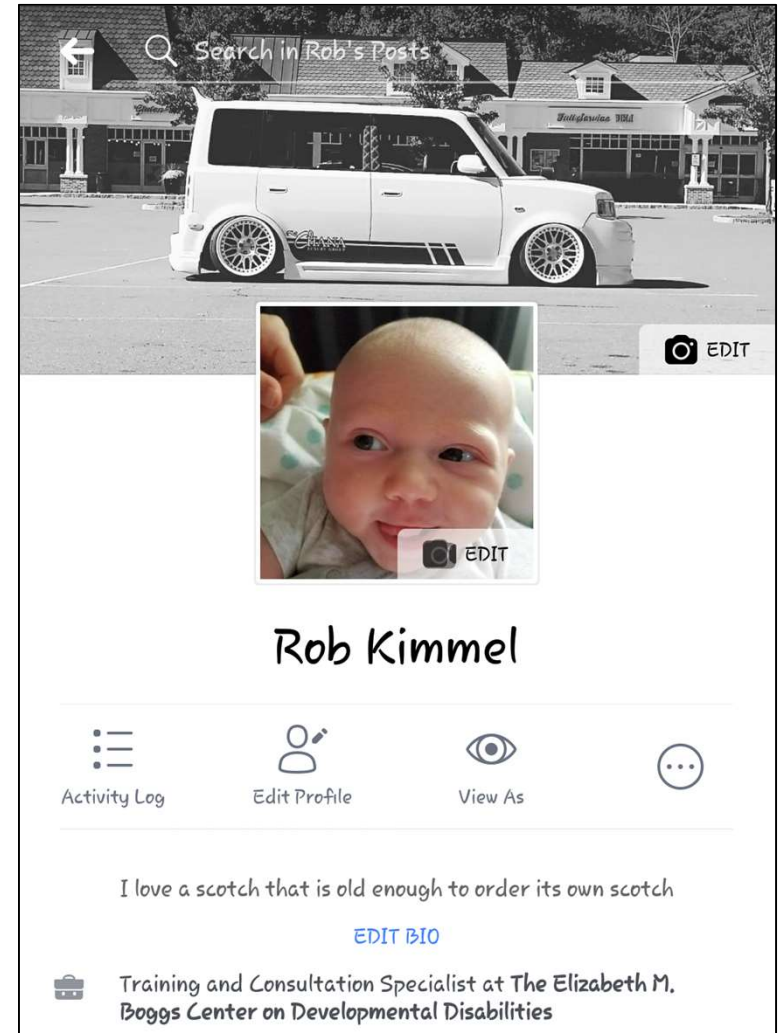
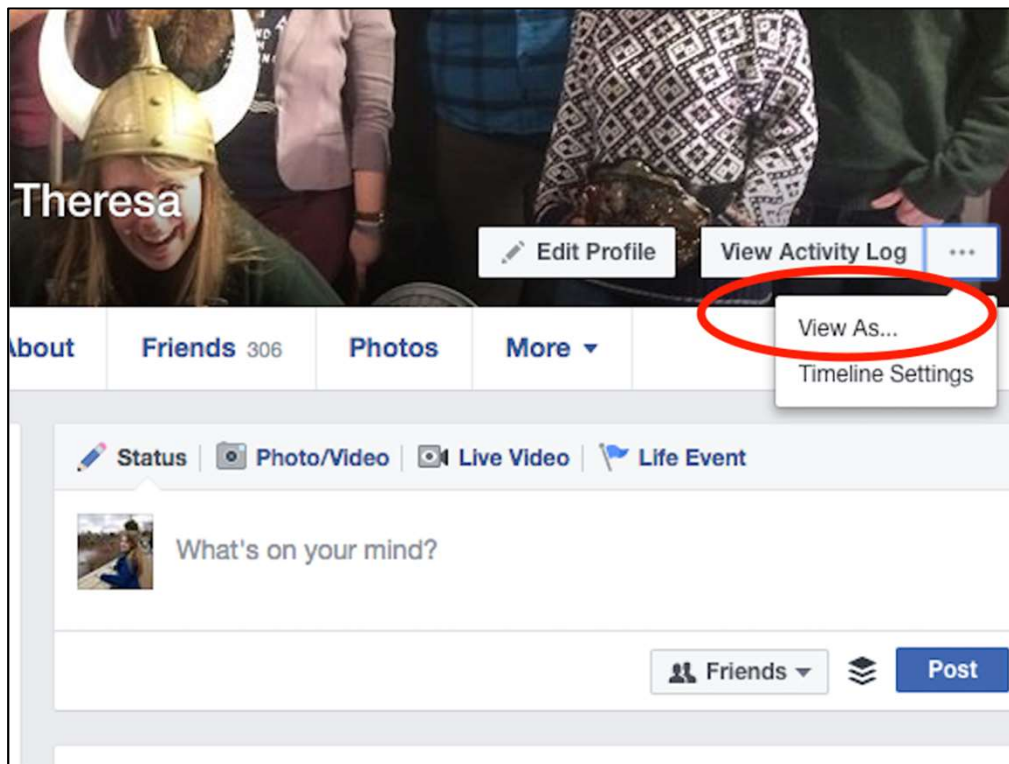
**f**  
  
**1+**  
**BILLION**  
 ACTIVE USERS

## Using Facebook to find Work

- What do we use Facebook for?
- Share pictures and videos and links that show what kind of work you like and would like to do.
- Check privacy settings!!!!
- Work with your friends and supports to “clean up” your social media!



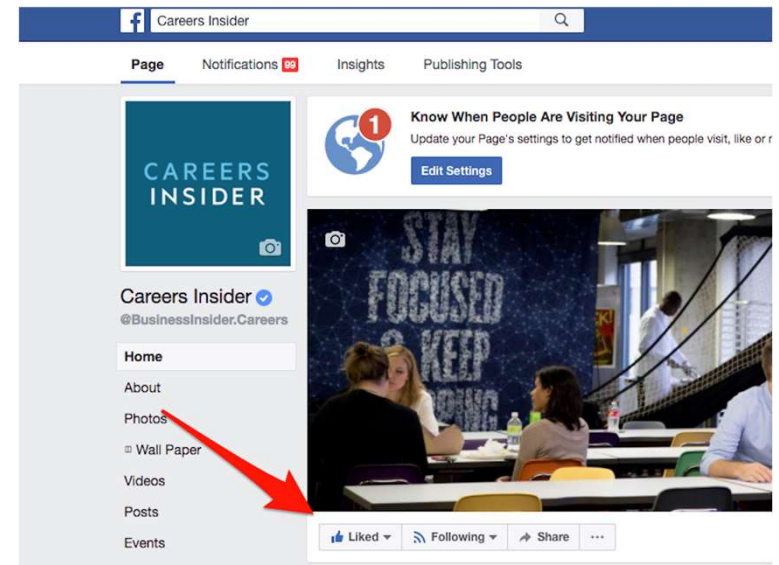
# Manage Email, Profile, and Privacy





# Liking Business Pages and Posts

- Liked pages will show up in your feed
- Teaches you about things going on with that company and others like it
- The software sends you more information based on things you've already "liked"





# Job Postings

Facebook interface for Jasper's Market page. The page header includes the search bar with "Jasper's Market" and navigation links for Andrew, Home, and Settings. The main content area features a large image of a woman at a market stall, a "Book Now" button, and a "Jobs" section with a "Create Job" button. A job posting is visible, stating "We're looking for cheerful people to join our store!". The right sidebar shows a "Fruit & vegetable shop" with a 4.2 star rating and a search bar for posts on the page.



## Job Postings

- No resume needed
- 1,000 word text box to show why you would be a good fit
- Confirms receipt with FB message
- Quick, easily organized, and linked to your profile





## Job Searching

- Can search by keyword, job type, industry, and surrounding area
- Some postings have rules for applying
- Easy to save and organize





# Job Searching

Facebook

Secure | <https://www.facebook.com>

Search

Rob Home

News Feed

Messenger

Watch

Marketplace

Shortcuts

- The Square Squad
- bB/xB parts for sal... 10
- XB CALENDARS 8
- ducktailRACING 3
- See More...

Explore

- 26 Events 3
- Saved 2
- Groups 3
- Pages
- See More...

Create

Ad · Page · Group · Event · Fundraiser

Make Post Photo/Video Album Live Video

What's on your mind, Rob?

Photo/Video Feeling/Activity

Brian Poveromo was feeling excited. 20 hrs ·

My car is finally Ready to pick up! I'll see skewlbus tomorrow!

Like Comment Share

Robert Burns and 27 others

Write a comment...

Phillip Morning Bear DeMarks, Margaret Steinruck and 48 others like Upworthy.

UPWORTHY with Starbucks. Sponsored ·

Like Page

She followed her gut and answered a phone call from her attacker. Then a beautiful friend who blessed me

Ticker

Jason Night and 4 others

3 event invites

Trending

- Twitter: Twitter bans Russia Today and Sputnik from advertising... - social.techcrunch.com
- Joe Girardi: Report: Yankees Part Ways With Joe Girardi As Manager After 10... - msn.com
- Hillary Clinton: Hillary Clinton's Campaign Helped Fund the Infamous Russia Dossier... - msn.com
- See More

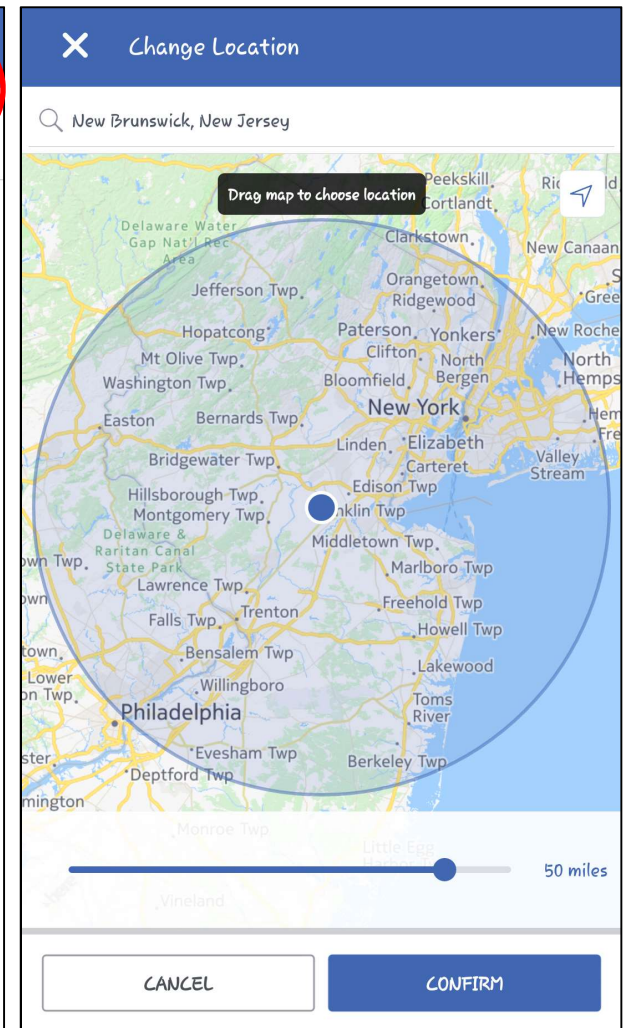
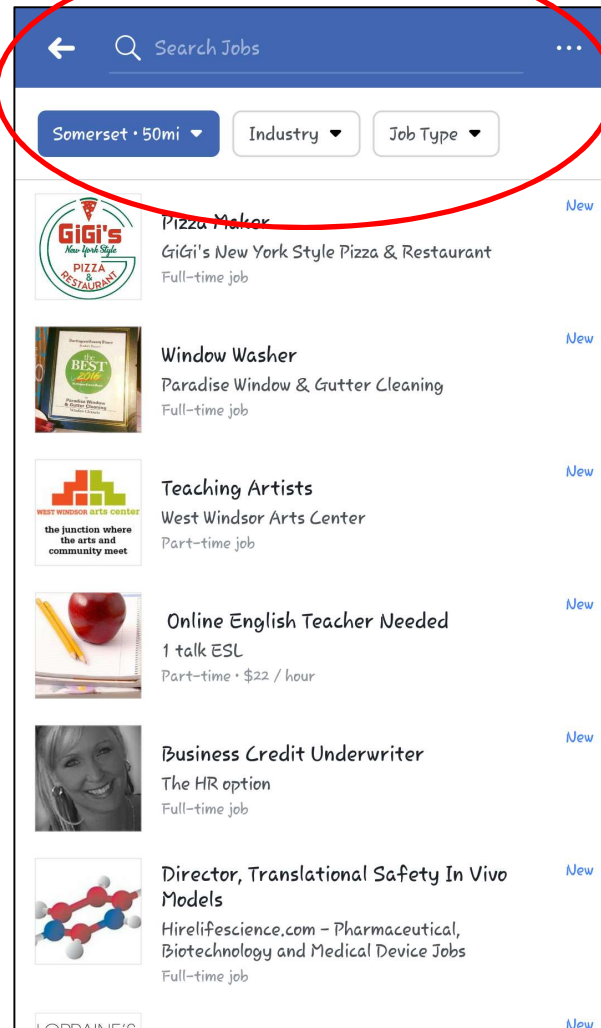
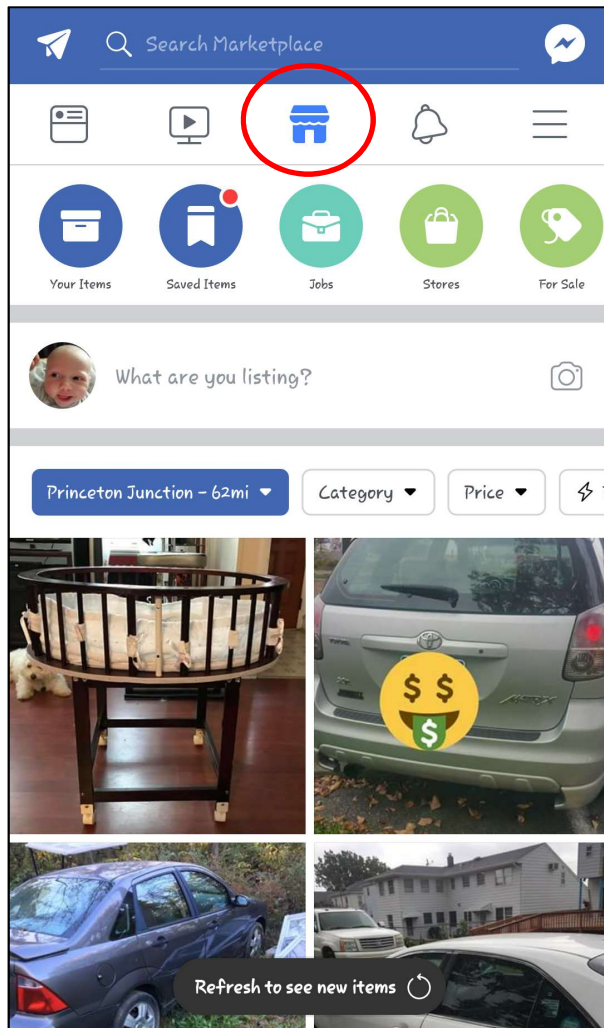
Friend Requests See All

- Kelvin Truong: 8 mutual friends. Confirm Friend
- Pierre Boyd: 2 mutual friends. Confirm Friend





## Job Searching

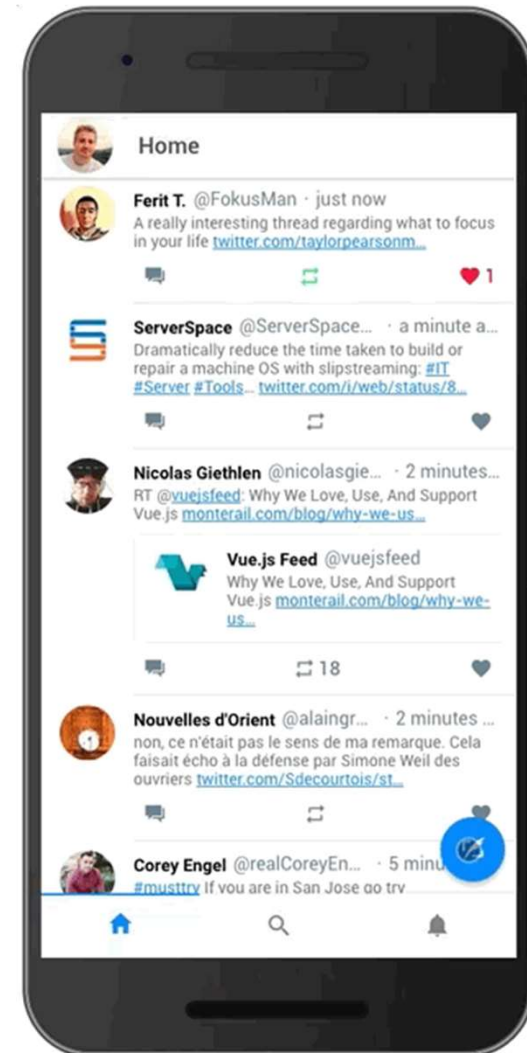




# Understanding Hashtags “#”



Allows for #tracking,  
 #categorizing, and  
 #searching of “tagged”  
 words.





## Using Hashtags for Job Search

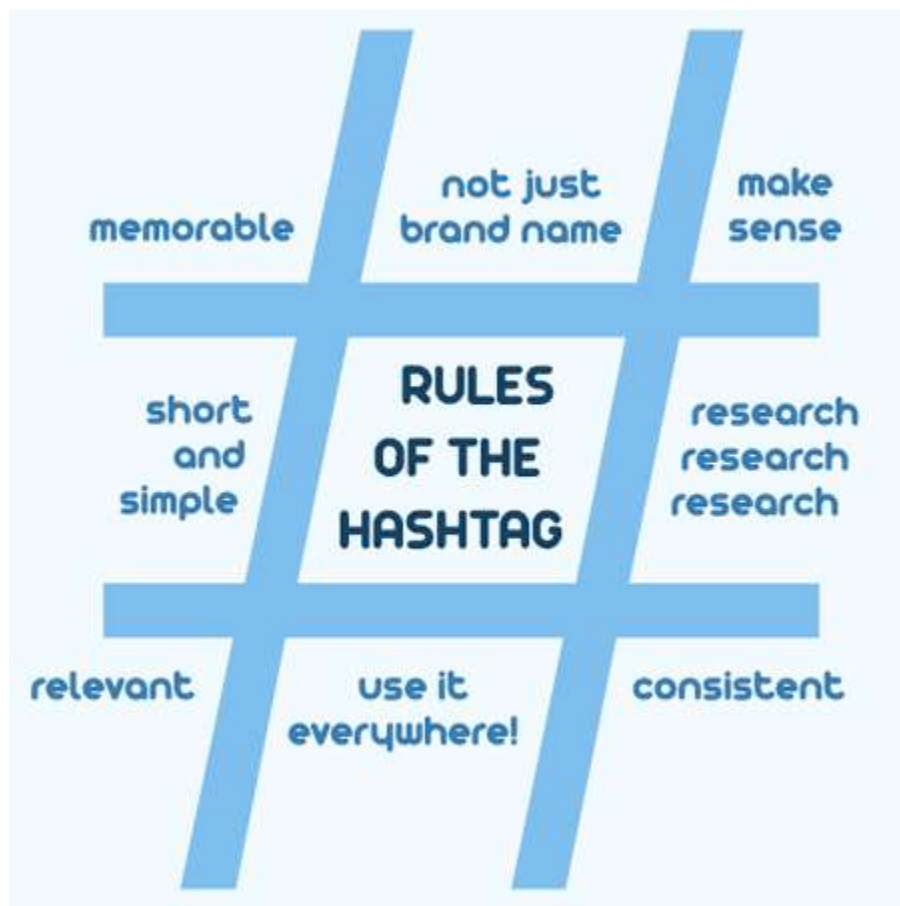


Search popular hashtags:

- #hiring
- #careers
- #jobs
- #njjobs
- #jobopening
- #internship
- #HR
- #freelance



# Using Hashtags for Job Search



Market yourself in content:

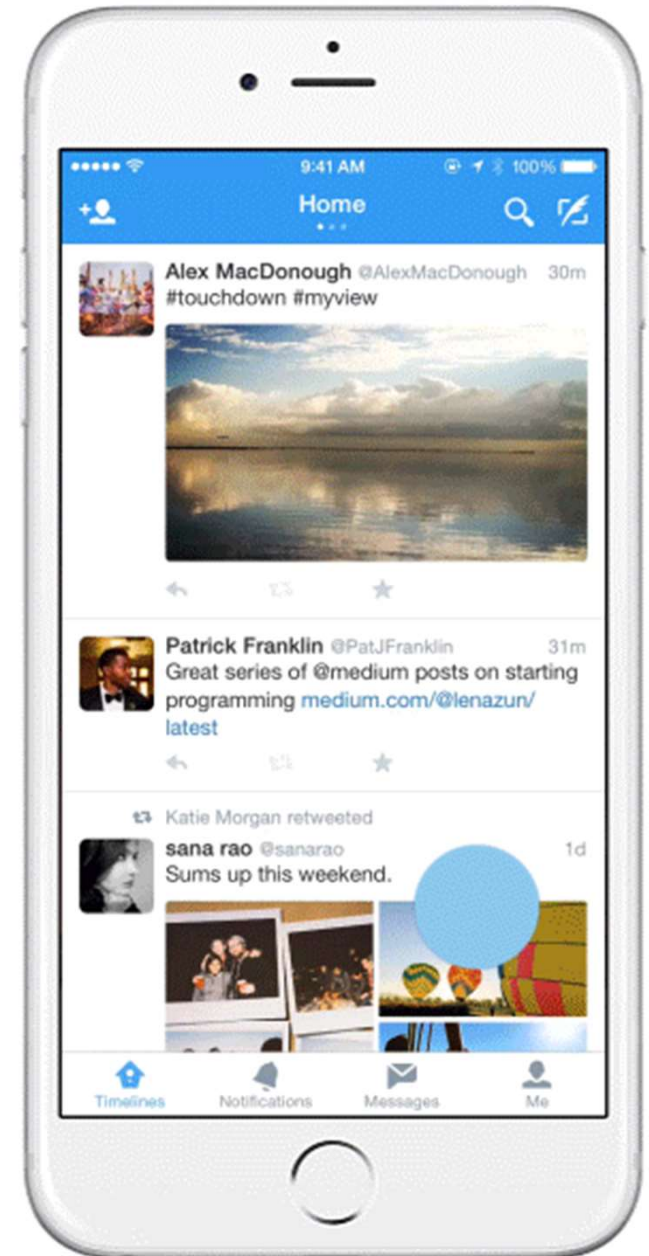
- #hireme
- #jobsearching
- #candidate
- #hire
- #hirerutgers
- #jobcandidate
- #interviewee
- #lookingforwork



FACEBOOK

## Research Businesses

- Learn about companies you might want to work for
- See what they talk about and how they treat others
- See if there are people you know who follow them or work there



I don't have a Facebook  
or a Twitter account,  
so I just go around  
announcing out loud what  
I'm doing at random times..  
I've got 3 followers so far,  
but I think 2 are cops

someecards  
user card





LINKEDIN

**BUSINESS  
ORIENTED**  
SOCIAL NETWORKING SITE

BRANDS THAT ARE  
PARTICIPATING  
ARE CORPORATE  
**BRANDS**  
GIVING POTENTIAL AND  
CURRENT ASSOCIATES  
A PLACE TO NETWORK  
& **CONNECT**



**POWERS**   
50% OF THE  
WORLD'S HIRES

**in** **300**  
**MILLION**  
USERS

## Build a Strong Profile

- Have all your employment and education information available when setting it up
- Follow prompts during initial setup and be thorough in your descriptions of education/courses and job descriptions
- List a great deal of interests in many fields you are looking for jobs in
- Like, comment, and share posts from colleagues or sources (Golden Ratio)



# Build a Strong Profile

The screenshot shows the LinkedIn homepage with a sign-up modal open. The browser address bar shows 'https://www.linkedin.com'. The navigation bar includes the LinkedIn logo, a search bar with 'rskimmel@gmail.com' entered, and 'Sign in' and 'Forgot password?' links. The background features a grid of diverse professional portraits. The sign-up modal contains the following text and form fields:

Be great at what you do  
Get started - it's free.

First name

Last name

Email

Password (6 or more characters)

By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

[Join now](#)

At the bottom, there is a search bar for finding colleagues with fields for 'First name', 'Last name', and a 'Search' button. Below the search bar, it says 'LinkedIn member directory: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) [More](#) | [Browse by country](#)





# Manage Network

25  
Who's viewed your profile

361  
Connections

Invitations (1)

Manage all

361

Your connections  
[See all](#)



Your contact info is ready

Connect with your contacts and never lose touch

[Connect](#)

More options

## Who your viewers are



25 profile viewers in the past 90 days  
-50% since last week



2 work at Rutgers University



1 works at Graham Behavior Services, LLC



1 works at Arcadia University



**Brian Gallagher** • 1st

Community Inclusion Specialist at Brian's House  
Brian can introduce you to **2 people at ANN INC (Ann Taylor | LOFT | Lou & Grey)**

1w



**Somerlee Monaghan** • 1st

Training and Consultation Specialist at The Boggs Center on Developmental Disabilities at Rutgers University  
*Found you via LinkedIn Feed*  
Somerlee can introduce you to **2 people at Neighbours, Inc**

1w



**Sapan Jain** • 1st

Senior Site Reliability Engineer at Verizon Wireless  
*Found you via LinkedIn Feed*  
Sapan can introduce you to **6 people at JPMorgan Chase & Co.**

4w



**2 LinkedIn Members**

These people viewed your profile in Private Mode



# Job Postings/Searching

## Companies in your network



**Johnson & Johnson**  
Hospital & Health Care

Caring for the world, one person at a time... inspires and unites the people of Johnson & Johnson. We embrace research ...

1,154 alumni work here

[Learn more](#)



**Bank of America**  
Banking

Bank of America is one of the world's largest financial institutions, serving individuals, small- and middle-market busi...

1 connection works here

[Learn more](#)



**AT&T**  
Telecommunications

We understand that our customers want an easier, less complicated life. We're using our network, labs, products, s...

6 company alumni work here

[Learn more](#)



**Apple**  
Consumer Electronics

We're a diverse collection of thinkers and doers, continually reimagining what's possible to help us all do what we love...

6 company alumni work here

[Learn more](#)



**Verizon**  
Information Technology and Services

For more than 100 years, Verizon has been at the center of the communications revolution. Verizon is one of the larges...

6 company alumni work here

[Learn more](#)



**UnitedHealth Group**  
Hospital & Health Care

Our mission is to help people live healthier lives and to help make the health system work better for everyone. A For...

15 company alumni work here

[Learn more](#)

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