Using Social Media to Maximize Your Job Search

Director’s Corner
This week’s Director’s Corner column was written by Elissa Shiau, Student Career Advisor, Office of Career Services

Networking has always been one of the most effective ways to find a job or internship. As Facebook and LinkedIn continue to grow, networking through social media has emerged as a new platform for job-seekers and employers to find one another. Here’s how to get the most out of social media when job searching.

Have a goal that’s right for you
Find a way to incorporate social media into networking that works for you. If you’re looking for a job or internship, think about ways to multiply your network. If you want to learn more about different opportunities, engage with employers online to find the best fit for you.

Be proactive
In order to be successful in e-networking, you have to be present! Fill out your LinkedIn account and make sure your Facebook profile is professional. Participate online by joining LinkedIn Groups and virtual introductions to expand your network. Referrals are valuable ways to make a first impression, so as you build your network, let your friends know that you’re looking for a job and ask whether there are any open positions they’re aware of.

Facebook Career Apps
Facebook may be the easiest way to chat with your friends, but it’s also become a network for job searching. Facebook’s new app, Social Jobs, lets you search for positions on Monster, BranchOut, and many more databases. There are several other apps that separate your personal profile from your professional one, while letting you search for jobs that interest you at the same time.

Clean up your online presence
Remember that others can see whatever you put online, and check that your Facebook privacy settings are set as high as possible. Remove inappropriate photos or statuses, including negative comments about your job or workplace. Use both Google and Google Image to make sure your online reputation is what you want employers to see. And before you click the enter button, double check what you’ve written. Do you have any grammatical or spelling errors? Is this appropriate to put online? What you post is what others will see, so make sure that they’ll get the best impression of you possible from your profile.

Research, research, research
Just as employers can learn a lot about you through social media, you can do the same. Many companies have Facebook pages and tweet where they post job-searching tips and recent news about the company. Interacting with their pages and asking questions helps you gain more information. Keeping up to date on a company can help you learn more about whether it’s a good fit for you—and you can also impress the employer with all the facts you’ve picked up along the way.

Social media at Smith
Keep in touch with OCS online to learn more about job opportunities and events specific to Smith students. Get daily tips and find out about everything OCS does at SmithOCSUndergraduate. And Hiresmith, our online jobs database, is a great resource not only for job applications, but also to RSVP for employer information sessions and workshops. Visit us online and start searching for your next job or internship.
OCS and Club Career Programming Events

March 4, 2013 – April 1, 2013

Career Fair Booklet Cover Contest Launch

We are now accepting submissions from Smith School students for the 2013 Career Fair Booklet Cover Design Contest! The winning design will grace the cover of the Fall Career Fair Booklet on September 20, 2013. The winner will be awarded a Kindle Fire HD!

Design Requirements:
- Front and Back Design
- 300 dpi at the printed size of 11 x 17
- Use of UMD Colors
- Use of OCS Logo - Can be found here: http://www.rhsmith.umd.edu/career/

Please submit designs to jnsimpson@rhsmith.umd.edu by April 1, 2013. Winners will be announced the week of April 8th, 2013.

March 12, 2013

CEO@Smith: Tata Steel

CEO@Smith is a dynamic speaker series designed to connect our community of students, alumni, faculty, and staff with leading business practitioners and innovators. Hear the CEO of Tata Steel speak to Smith students about his experiences.

5:30-7:00, VMH Frank Auditorium

March 13, 2013

SUSA Alumni Reception

Network and learn from alumni and other undergraduate students. Sign up at http://www.cvent.com/d/xcq4m5.

6:30 – 8:30, VMH 2333

March 14, 2013

Undergraduate Consulting Club – Careers in Consulting

Hear about consulting positions from UMD alumni working at Accenture, Deloitte, and other consulting firms.

6:30-8:30, VMH 1307

March 29, 2013

terpAMA Marketing Conference

The Undergraduate Marketing Conference is a day-long series of professional development events aimed toward introducing students to various opportunities in the world of marketing. This year’s theme is “Marketing in a Cluttered World,” intended to demonstrate how companies try to distinguish themselves from the “clutter” of communication facing consumers today. Events include keynote speaker Ross Hoffman, Head of Brand Strategy, East & UK at Twitter, Inc., speakers from Hilton and Livingsocial, and a networking session. Register at http://www.terpama.com/umc by March 15th!

10:00-3:00, VMH 1st Floor Atrium
## UNDERGRADUATE RECRUITING EVENTS

### MARCH 11TH-MARCH 15TH

#### Employer of the Day

<table>
<thead>
<tr>
<th>Date</th>
<th>Employer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, March 12th</td>
<td>Sherwin-Williams</td>
</tr>
<tr>
<td>Wednesday, March 13th</td>
<td>Dingman Center for Entrepreneurship</td>
</tr>
</tbody>
</table>

#### Information Sessions

<table>
<thead>
<tr>
<th>Date</th>
<th>Employer</th>
<th>Location/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, March 12th</td>
<td>Macy’s Incorporated</td>
<td>VMH 1520, 5:30-7:00</td>
</tr>
<tr>
<td>Wednesday, March 13th</td>
<td>Cigna Corporation</td>
<td>VMH 1520, 5:30-7:00</td>
</tr>
<tr>
<td></td>
<td>Ernst &amp; Young</td>
<td>Riggs Alumni Center, 5:30-8:00</td>
</tr>
<tr>
<td>Thursday, March 14th</td>
<td>Cvent Incorporated</td>
<td>VMH 2517, 5:30-7:30</td>
</tr>
</tbody>
</table>

For more information, resume deadlines, and event locations, please visit HireSmith at [www.hiresmith.net](http://www.hiresmith.net). Please note dates are subject to change.

Please contact us at (301) 405-2301 for additional information.

The Office of Career Services is now on Facebook! Come visit us at [www.facebook.com/SmithOCSUndergraduate](http://www.facebook.com/SmithOCSUndergraduate) to get news and updates about events.