



## Using Social Media in Your Career

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### Career Planning for Employees

#### **What is social media?**

“Social media” is the interaction between others where knowledge and content are shared in online communities. It includes websites such as the following:

- Facebook
- LinkedIn
- Twitter
- Instagram
- Google+
- Blogs

It’s important to remember that social media is designed for conversations, not bullhorns. Don’t forget that online behavior can impact your offline reputation. Be civil, honest, ethical and responsible in what you are posting.

#### **Why use social media to help you progress with your career goals?**

Social media can help you achieve your career goals by providing an opportunity to network with others, gather information about career options, and brand yourself.

##### Networking

Social media isn’t just for keeping in touch with friends; it can be used as a tool to connect with people you don’t necessarily know but who have similar career goals to yours. (See also: Networking and Informational Interviewing)

##### Gathering information

Social media provides extensive information about careers and individuals in specific jobs. Increasing your knowledge helps you make more informed choices about your career.

##### Branding

Social media can be a useful way to brand yourself or, in other words, create a particular reputation about yourself. Consider these tips about social media branding:

- Know yourself
  - Focus on authenticity – who you really are
  - Branding is not spinning your image – it’s presenting your image
  - Reflect on what you’re passionate about and how that impacts the type of

online persona you'd like to build

- Show yourself
  - Follow people and organizations that interest you and fit in with the reputation you'd like to build
  - Before posting on a social media site, make sure to know your subject matter and your audience
  - Before posting, ask yourself what your online community gets from this post. Your content needs to impact, inspire or inform the audience

### Resources and Links

- [What social network is best for your business?](#)
- [How to Use LinkedIn: The Ultimate List of LinkedIn Tips](#)
- [How to Network on LinkedIn](#)