Online Networking Sites
Understanding What They Are & How They Are Being Utilized in the Job Search Process

Social networking sites are utilized in a host of ways, including in the job search process. Candidates are utilizing social networking sites to post profiles of themselves and employers are utilizing them to search for and find out more about candidates too.

- **Facebook** – This social network service and website launched in February 2004 and currently offers more than 600 million active users, who declare themselves to be 13 years of age or older, the opportunity to create and maintain a personal profile, add friends, exchange messages and photos with others, and join common interest groups. Users can use the “status updates” to let people know they are job searching.

- **Myspace** is also a social networking website. Initially the most popular social networking website in the U.S., it was overtaken by its main competitor, Facebook, in April 2008. Similar to Facebook, Myspace enables users to create and maintain a personal profile and exchange information with others.

- **LinkedIn** is another site that is getting a lot of use by professionals and students alike. Not only can you use LinkedIn to provide a private profile and network with others, but it also allows you to request brief letters of reference so that if an employer is interested, s/he can get a quick look at a few pithy references to see if there is interest in pursuing you as an employee.

- **KODA** is a job site with a different twist on social recruiting. It's like a hybrid of social Facebook and professional LinkedIn. The site serves as a way for young professionals to discover employers, and employers to discover young professionals. On KODA, users can browse through thousands of jobs from over 500 employers, but employers can also find users and offer them a job.

- **Twitter** is a free communication service that allows its users to send and read other users’ updates (otherwise known as tweets), which essentially are text messages of up to 140 characters in length. Users can receive updates via a variety of means. The best part of Twitter is that it allows you connect with people you don’t know based on interest, which is a great opportunity for networking!

- **Spoke** is a Personal Connections Management Service that enables people to leverage their lifetime of personal contacts to discover and reconnect with specific persons that can help them with current needs – even if they no longer remember their names or how they originally met. Spoke aggregates information about people you have met from your email and address books. And, utilizing its unique crowd-sourcing technology, Spoke ensures you can reach your connections wherever they are with your favorite means of communication.
Tips for Social Networking Sites

Employers are doing Google searches and searching social networking sites to learn more about their candidates. What kind of impression do you want to give?

- Carefully decide which photos you would like to place on your page. Images involving alcohol or questionable attire might not be the best choices.

- Consider which fields you would like to fill in on your profile – how much do you want a prospective employer to know about your relationship status or political interests, for example?

- Choose your “friends” carefully and talk with them about not tagging you in photos that might not be professionally appropriate.

- Keep your information updated and concise.

Preserving your positive image and promoting your personal brand in a professional manner during the job search process can send a strong message to employers about the type of team member you could be.