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Using Social Media to Help You in Your Job Search in 2012 by [C.M.Sundaram](#)

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There used to be a time when finding a job was considered difficult as contacts were highly important. It was more a matter of who you know rather than what you know. However, times have changed and finding a job has become comparatively easier these days. With the advent of the Internet, things have come to benefit almost everyone. The same can be said about Social Media too. But, there is a persisting concern among many as to how to use social media to effect for finding a job.

Most people who have a Twitter, Facebook and LinkedIn account do not realize the complete potential these social networking sites could play in their job search. They are generally used for personal use. It must be noted that when it comes to changing career or looking for a new, better paid job in your current field, social media can take you to greater heights. By putting to effect the below given tips using social media, you will be able to land up your dream job.

Twitter:

You can make to your benefit Twitter as a tool by making use of the search function with hash (#) tags. For instance, if you are looking for social media jobs, all you need to do is search for '#SocialMedia #jobs'. All jobs relevant to social media posted will thereby get displayed using those hash tags. As a result, your search will considerably get narrowed down. Without the use of hash tags, your search will show you with almost every other tweet about Social Media, including blog posts and people complaining that they don't understand Social Media. Employers will be made aware of potential individuals in search of a job when you use the hash tag in your tweet such as â€”#Hiremeâ€”™. They will contact you in case they have vacant positions fitting your skills and experience.

LinkedIn:

The site is known to many as a social media site for professionals. Professionals will find using LinkedIn very beneficial as they can add and/or update their latest CV/resume, which will be later viewed by potential employers. Henceforth, it is imperative that you take full advantage of LinkedIn and make sure that your CV/resume is updated to the latest.

Facebook:

Looking for a job on Facebook can be a little daunting as you will need to find fan pages relevant to your job search. First and foremost, you will need to identify the right kind of recruitment agencies or job boards who have an active presence on Facebook. Finding the right fan page is important because when you click the â€”Likeâ€”™ button on their page; you need to be intimated with the latest news on vacancies in your news feed as and when they do get posted.

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