The Social Media Job Search Workbook:
Your Step-By-Step Guide to Finding Work in the Age of Social Media

Joshua Waldman, MBA
Author of 'Job Searching with Social Media For Dummies'

The perfect companion for your job search!
Sample Selection Only: "The LinkedIn Profile Summary Writing Tool"

The Social Media Job Search Workbook

By Joshua Waldman

With Dr. Sean Harry
## Contents

- Foreword .................................................. ii
- How to Use This Book ................................ iv
- A Note to Facilitators ...................................... v
- Introduction ................................................ 1
- Step 1: Positioning Yourself ............................. 3

### Step 2: Polishing Your Online Presence .......... 31
- Step 3: Publishing Yourself ............................. 58
- Parting Thoughts ........................................... 83
- About the Authors ........................................ 85
Your Social Media Profiles

When a hiring manager gets an email from you or an application, chances are they will look you up on LinkedIn or Google. How you look online will often be their first impression of you.

Sometimes hundreds of candidates apply for a single job, and most of them lead with their qualifications. However, most hiring decisions are based on two other key factors: fit and motivation. Where a résumé might limit you to showing just your qualifications, your social media profiles allow you to also show fit and motivation.

Just like my blog reader who brought playfulness and creativity into her online profiles to demonstrate fit, you too can find ways to “be yourself” while writing in this section. Step out of the old résumé mindset and into an advertising mindset. When Coke advertises, they are infusing all kinds of emotional qualities onto a drink that is functionally the same as its competition, Pepsi. If they just stuck with function in their message, no one would buy it. The same holds with your online messages. If you just stick with what you can do, your experience and skills, it’s hard for hiring recruiters to know why they should choose you.

At first, during career coaching calls, I ask clients to tell me what makes them the best at what they do. New clients will invariably say, “I’m good with people” or “I have a strong work ethic.” If you’ve gone to any job search groups in your area, you’ll know everyone says this kind of thing. The mistake is that these adjectives all relate to job function, not to who you are. By leveraging the personal branding work, you can start to really infuse your answer to the question, “What makes you the best” with your own unique personality.

After some coaching, clients will start to say more exciting things like “I wake up to create something new, it’s in my genes” or “some people think accounts payable is dull work, but I love building trusting relationships with our suppliers. It’s the part of business that we have the most control over with the biggest effect to the bottom line.”

Follow the exercises below to ensure your first impression online will make you unforgettable.
Writing Your LinkedIn Profile Summary

Answer these four questions. Combine your answers on your LinkedIn Profile Summary. Remember to use at least two of your keywords.

1. Begin with an action plan statement that describes who you are, not just a job title.

"I’m a social media strategist specializing in helping job seekers find the jobs of their dreams."

2. Add a one-sentence statement about what it is you do in the context of a problem you solve.

"When résumés and job boards stop working, I provide strategies for relationship building."


"As the author of Job Searching with Social Media for Dummies, I’ve helped thousands of job seekers demystify social media, make great connections, and get hired."

4. What are you looking for exactly? Be specific.

"If you run a career resource center or business and would like to provide expert, no-nonsense training to your clients, please give me a call.”
Now take what you wrote in the previous four steps and put them all together in a way that is easy to read and flows well:

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Professional social media training, so you don’t have to!

Joshua Waldman’s programs would make an excellent companion to your current career skills curriculum.

Joshua teaches around the country and would be glad to speak with you about how you can use him to augment your professional development programming.

Typical programs include:

- Keynotes for job seekers and professionals
- Train-the-trainer workshops for career coaches and advisors

“My team said you were the most valuable speaker we ever had. My goal was to raise their awareness and their job search techniques vocabulary. You did that and more!”

Madeleine Slutsky, Vice President Student & Career Services, DeVry University

To download Joshua’s brochure visit careerenlightenment.com/speaking, or contact him at 503-985-6741 or bookings@careerenlightenment.com