

## D3 Social Media Tips

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As all candidates know and can appreciate, social media has infiltrated every aspect of our lives and revolutionized the way we communicate with one another. We can reunite with childhood friends, send instant messages to celebrities and share ideas, photos, and videos to anyone, anywhere. So, it is no surprise that recruiters and employers are turning to social media to locate, and in many cases, prescreen talent.

Recruiters and employers are on social media channels, and job seekers can leverage their presence on such a personal network to find their perfect jobs. What better place to build your brand, network with hundreds of connections, and showcase personal accomplishments than LinkedIn, Facebook, Google+ or Twitter? But, without precautions in place, social media can ruin the job hunt.

Here are four ways social media can affect the first step of finding a job – the interview.

Two ways social media can give you a competitive advantage before the interview:

### Networking

Job seekers can use their pool of social media connections two ways: first, to secure the interview. When you ask your network for possible leads, chances are they will consult their own network as well, dramatically increasing the reach of your request for job opportunities. Second, once you have an interview, look through your network (friends, and friends of friends), to see if you are connected to the organization. When you tap into your network for jobs, make sure to treat each and every Facebook or Twitter connection as a possible client, colleague, or manager.

### Showcasing Personality

Employers hire people they like and want to spend time with. They hire people who they think could be their friends. This makes sense, considering how much time we spend in the office.

In a face-to-face interview, it is possible that your potential employer will ask about your hobbies and personal interests to get to know you at a more personal level. But, it may not be appropriate to go off on a tangent about your European backpacking trip or your love for Italian cuisine. Instead, get a leg up before the interview and use your Facebook, LinkedIn or Google+ profile to showcase your personal experiences.

Two ways social media can risk your professional reputation:

### Instantly Associated

You may have the perfect social media profile – you do not have any profanity, alcohol references, and your photos are clean and show who you are. But, what are your 250 friends posting and tagging you in? All it takes is one out-there friend tagging you in an offensive post to rip apart your credibility and professionalism. If a potential employer sees a questionable photo in which you are tagged, he will not care if it is your photo or a friend's photo. The photo will raise eyebrows and question your professionalism.

### Internet Lasts Forever

Facebook has been around a long time, and in that time, we are all certainly allowed mistakes, embarrassing moments, and/or regrets. The problem is that while our friends may forgive and forget, the internet does not. No one, not even the most perfect candidate, wants photos or posts of them from their teenage years. Be aware that recruiters and potential employers will look at your profile, and they will go back in time. And with the relatively new Facebook Timeline, it only takes a few swipes of the finger to view what you were doing in 2010.

Social media recruiting is becoming more and more important – for employers, it is a cost effective, convenient way to find talent and to prescreen candidates. And for job seekers, once they understand the potential dangers of Facebook, Twitter, Snapchat, etc., they can easily build a positive, personal brand that will make them an appealing candidate.

As previously mentioned, social media (Facebook, Google+, Twitter, LinkedIn, etc.) is an integral part of any job search process today. You should use social media to help you find job openings and target specific firms/companies. Once you secure that highly coveted interview with a potential employer, do not forget the power of social media.

Here are some D3 tips to keep in mind when harnessing the power of social media during your employment search.

#### Review the prospective employer's social media profiles.

- Do your research. It is important to walk into a job interview informed. Start with the company's website and move to its social media sites (Facebook, Twitter, Google+, LinkedIn, etc.). It is easiest to find the social media sites through the company's official website.

#### Twitter

- Check to see what other people are saying about the firm/company. See how the firm/ company uses Twitter. Does the firm/ company have a sense of humor? Is it active? Has it failed to tweet for the past two months?

#### Research the individual(s) interviewing you.

- Check out the interviewer's personal and professional social media sites to get a better understanding of who he is and what he is looking for in potential employees. Learn how he uses social media and his specific role at the firm/company.

#### Pinterest

- Pinterest often gives a unique window into a company. It can display the company's culture in photos. The fact that a company has Pinterest boards at all says a lot about the firm/company.

#### Social

- Consider retweeting or liking individual posts on the firm's/company's social media sites. This shows you have done your homework. Caution: this is a fine line, so use your previous research to help you decide what would be a good fit.

#### Be on top of your game.

- Search social media for general industry terms so you can be on top of what is happening. Nothing is worse than walking into an interview without knowing the latest information in your chosen field.

#### Focus on your social media profiles.

- Update your own profiles (Facebook, LinkedIn, Twitter, Google+, etc.) to show you are on the cutting edge of your field and social media. You may consider posting industry news on your social profiles.

#### Check out other employees.

- See who works at the firm/company. Check out what they do and who they are. These proactive investigative steps will help you understand the firm's/company's culture better, and give you an idea of who the firm/company hires.

#### Review the employer's LinkedIn profile.

- Take a look at the company overview, careers and employee insights. See how big the firm/ company is and if any of your connections via LinkedIn link you to the firm/company. If this is one of your target firms/companies, you might want to follow it on LinkedIn. Use discretion.

#### Security

- D3 encourages you to clean up your own social media profiles. Take down questionable or inappropriate photos immediately. If you cannot guarantee that everything on your Facebook, Twitter, Google+, etc. profile pages are appropriate for an employer or your parents, make it private.

#### Google

- Know what will come up when someone types your name into the Google search engine. It is best to be aware of this because most employers, if not all, will Google you prior to interviewing you, or immediately thereafter.

### Blogosphere

- Be aware of what the firm/company is currently working on and talking about via their online blogs. Take it a step further and formulate an opinion on the topic. Craft questions to ask during the interview that are related to the current happenings at the firm/company, and find out how your potential role will fit into it all.

### Conclusion

Undertaking a job search is tough, but these before-mentioned D3 social media tips along with careful, precise and thorough interview preparation can propel you to the top of the candidate pile, and even secure you the coveted position you desire.

### Additional D3 Information

For additional information and insight concerning social media's impact upon your employment search, please consult with a D3 representative. As industry leaders in legal staffing, we pride ourselves on offering our expert commentary and analysis of a wide range of subjects affecting a candidates' employment search. [www.d3legalsearch.com](http://www.d3legalsearch.com)