

What your parents didn't teach you:

Utilizing social
media to stand
out in your search
for a job

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University of Delaware
Career Services Center
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The world of social media...



SOCIAL MEDIA EXPLAINED



TWITTER

I AM EATING A #DONUT



FACEBOOK

I LIKE DONUTS



FOURSQUARE

THIS IS WHERE I EAT DONUTS



INSTAGRAM

HERE'S A VINTAGE PHOTO OF MY DONUT



YOUTUBE

WATCH ME EATING A DONUT



LINKEDIN

MY SKILLS INCLUDE DONUT EATING



PINTEREST

HERE'S A DONUT RECIPE



LAST.FM

NOW LISTENING TO "DONUTS"



GOOGLE+

I AM A GOOGLE EMPLOYEE
WHO EATS DONUTS



PLEASE RESHARE! JEFFHESTER.NET

Personal branding

- Not a new concept
- How do you balance personal and professional?
- How do you transition student to employee?



Your brand...

- Should represent your values, skills, & uniqueness
- Social media provides you with an opportunity to build a positive image because you control it!



LinkedIn = Your new bff

- This may soon replace your resume...
- Keywords!!! (curriculum development, educational climate, lesson planning, classroom management)
- Join relevant groups & participate
- Network

Your LinkedIn Profile

- Use your tagline space to market yourself
- Keep your summary short & sweet

The screenshot shows a LinkedIn profile for Heather Catalino, LPCMH. The profile is for a Strategic Communication Specialist with a Social Media Mindset & Counseling Expertise, based in Wilmington, Delaware. Her current employer is the University of Delaware, and her previous employer was UHS Rockford Center, UHS, Regent University. She has a degree from the University of Delaware. The profile has 342 connections. The background section includes a summary of her as a hardworking, energetic individual, and a list of experiences, including her role as a Multimedia Coordinator at the University of Delaware and as a Founder & Counselor at Heather Catalino, LPCMH. The right sidebar shows 'People You May Know' (Allison Picco Hartman, MS, CAADC), 'Who's Viewed Your Profile' (6 people in the past 15 days, 12 in the past 30 days), and a 'Profile Strength' indicator showing 'All-Star'.

Female Entrepreneurs! - Apply Now to the National Association of Professional Women. Register Free | [Read More](#)

Heather Catalino, LPCMH
Strategic Communication Specialist with a Social Media Mindset & Counseling Expertise
Wilmington, Delaware | Higher Education

Current University of Delaware, Heather Catalino, LPCMH
Previous UHS Rockford Center, UHS, Regent University
Education University of Delaware

[Complete your profile](#) [Edit](#) 342 connections

www.linkedin.com/in/heathercatalinolpcmh/ [Contact info](#)

Background

Summary
Hardworking, energetic individual with a wide variety of interests. Trend setter assisting others with the development & pursuit of positive, healthy career and life goals.

Experience

Multimedia Coordinator
University of Delaware
June 2012 - Present (1 year 11 months)
Oversee marketing & social media efforts for students and employers to increase engagement and satisfaction. Provide career counseling for students studying biology, psychology, and neuroscience.

Founder & Counselor
Heather Catalino, LPCMH
November 2012 - Present (1 year 6 months) | Wilmington, DE
Provide mental health counseling for adolescents & young adults in a private practice setting.

Community Relations Representative

People You May Know
[Allison Picco Hartman, MS, CAADC](#)
2nd
Addictions Therapist at Rehab After Work
[Connect](#) 6

Heather, you might like to follow
Cognizant Technology Solutions
Keep up with updates about Cognizant Technology Solutions
[+ Follow](#)

Who's Viewed Your Profile
6 Your profile has been viewed by 6 people in the past 15 days.
12 You have shown up in search results 12 times in the past 30 days.
[Unlock the full list with LinkedIn Premium](#)

Profile Strength
All-Star

Virtual networking...

The screenshot shows a LinkedIn job posting page. The browser address bar displays the URL: https://www.linkedin.com/jobs2/view/18702064?trk=vsrp_jobs_res_name&trkInfo=VSRPsearchId%3A1711126001421164378082%2CVSRPtargetId%3A1. The LinkedIn navigation bar includes Home, Profile, Connections, Education, Jobs, Interests, Business Services, and Try Premium for free. The job title is "Production and Quality Specialist - Agriculture #2056" by Career Solutions Co. - Central Minnesota, posted 25 days ago. There are "Apply now" and "Save" buttons. The "About this job" section includes a "Job description" and "Desired Skills and Experience" (seed, sales, agronomy). The "About this company" section describes Career Solutions as a nationwide agricultural recruitment company. The "Recent Updates" section shows a "Career Solutions Co Retail Sales Representative opportunity in Ag Chemical industrv." The right sidebar features a "Contact the job poster" section with a profile for Matt Locke, a "Get ahead with Job Seeker Premium" section with benefits like standing out as a featured applicant and getting salary ranges, and a "People also viewed" section listing similar jobs from CHS, SGS, and Career Solutions.

Production and Quality Specialist - Agriculture #2056
Career Solutions Co - Central Minnesota
Posted 25 days ago

[Apply now](#) [Save](#)

Other Details

About this job

Job description

A Minnesota retailer is seeking a Production and Quality Specialist. This position will implement processes/protocols involved in implementing customer cropping plans from development to shipping. Coordinate with the company Sales Manager to determine product needs. Manage inventories of all product lines based on sales projections. Update company CRM daily on sales vs. inventory during sales season. Maintain a clean, safe, accurate plant and warehouse facilities. Provide product technical support. Ensure profitability involving management of inventories. Supervise warehouse/production employees.

This job requires an agronomy background preferable with a degree in agriculture or agronomy. This position will require travel. The ability to lift up to 50 pounds and good organizational skills.

Desired Skills and Experience

seed, sales, agronomy

About this company [+ Follow company](#)

Career Solutions is a nationwide, agricultural recruitment company devoted to meeting your employment and personnel needs. If you are looking for recruiting professionals that will listen well and work hard for you, we are your solution. We never charge candidates fees; our employers pay all fees. Our company's mission is to provide effective professional Ag recruiting services in the agricultural field built on trust and integrity in order to meet the needs of our customers nationwide.

Recent Updates

Career Solutions Co Retail Sales Representative opportunity in Ag Chemical industrv.

Contact the job poster
Reach out for more information or to follow up on your application.

Matt Locke
Recruiter at Career Solutions...
[Send InMail](#)

Get ahead with Job Seeker Premium

- Stand out as a featured applicant
- Get salary range for this job
- See who's viewing your profile

[Start your free trial](#)

People also viewed

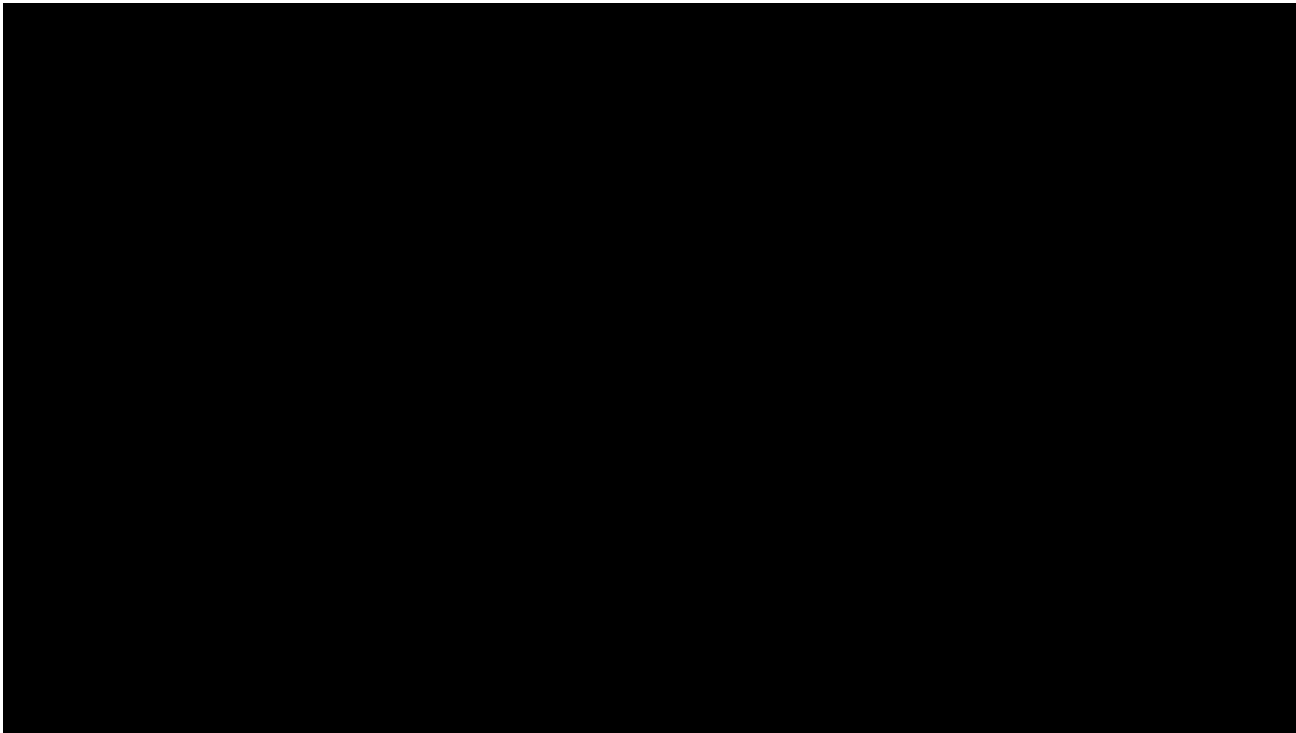
- CHS** Intern: Agriculture Retail...
Saskatchewan, Canada
Posted 8 days ago
- SGS** Agriculture Field Inspector - ...
Greater New Orleans Area
Posted 22 days ago
- SGS** Field Technician - St. Rose, LA
Greater New Orleans Area
Posted 7 days ago
- Account Manager - Vegetable...**
St. Cloud, Minnesota Area
Posted 14 days ago
- Career Solutions** Agronomy Sales #2134
Louisville, Kentucky Area
Posted 1 day ago
- extension** Agriculture Agent (100%)- Polk...
Green Bay, Wisconsin Area
Posted 27 days ago
- Channel Development Manager - ...**
St. Cloud, Minnesota Area
Posted 15 days ago
- Lead Agronomist**

What about all of the other social media?

Organizations are not just using LinkedIn to find talent and search applicants...they are using Facebook and Twitter as well!

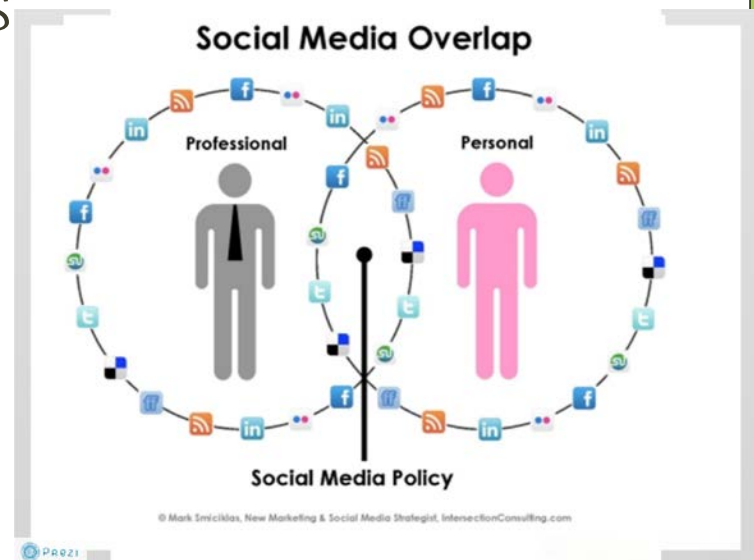
What's on your profile...

What not to do...



Your name will be searched...

- What will they find?
- Use privacy settings
- Have accounts on multiple platforms
- Check your friends' posts



Content strategy

- RESOURCE!!!!!!
- You are what you post...
- Post parts of your resume
- Share articles & quotes
- Follow companies you are interested in working for
- Use bio space to promote your professional goals

What's next...

- Branding to transparency
- Be Yourself!!

Video links

- The Social Media Revolution

<https://www.youtube.com/watch?v=QUCfFcchw1w>

- Ellen is on your facebook!

<https://www.youtube.com/watch?v=omii-GbYNZ4>



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