TEACHERS COLLEGE CAREER SERVICES
COLUMBIA UNIVERSITY

JOB SEARCH/NETWORKING/ SOCAL MEDIA

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COLUMBIA UNIVERSITY

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JOB SEARCH/NETWORKING

- The Job Search
- What is Networking?
- The Importance of Social Media
- Do's and Don'ts
- Assessing Your Progress
- Helpful Resources

UNDERSTANDING THE JOB MARKET

HOW TO DO RESEARCH:

- **Talk to people (classmates, professors, TC staff, family and friends)**
- **Check out employer websites (target specific companies of interest to you – and go directly to their website)**
- **Gain clarity on what possibilities exist for you – Conduct Online Research, Use Social Media, Informational Interviews, Site Visits, Networking, and much more**
- **Teachers College Career Services Alumni Mentor Program (LinkedIn Group)**

YOUR JOB SEARCH CAMPAIGN

- **Develop a Resume/CV that highlights your skills and interests**
- **Create a General Cover Letter**
- **Join a Professional Association**
- **Create Online Profiles (LinkedIn, Facebook, Twitter)**
- **Learn more about Wage and Salary Information**
  - **Bureau of Labor Statistics: Occupational Employment Statistics - www.bls.gov/oes**
  - **Salary Expert: Salary Expert provides FREE salary reports to students and job hunters – www.salaryexpert.com**
  - **O*NET OnLine: The O*NET system serves as the nation's primary source of occupational information - http://online.onetcenter.org/**
- **Get Organized - keep notes about job openings, contacts, web sites, interview schedules, thank you notes, etc…**

PREPARE: THE ELEVATOR SPEECH

- **Write a summary of what you want people to know about you**
- **Make it upbeat and succinct – who you are; what you do; what you are looking for**
- **Review and condense so that it can be delivered in less than 30-60 seconds**
- **Practice, practice, practice!**

WHAT IS NETWORKING?

- **Single most effective method of gathering career-related information – 5-10% of all new jobs are not posted**
- **Creating connections with people you can uncover the "hidden job market" and learn of positions that may not be formally posted**
- **Relationship building**
  - **People you already know**
  - **Professionals you have yet to meet**
  - **It is essential to a successful job search. Your network begins with friends, family, professors, members of your community, classmates, and any other people you may meet**
- **Everyone you know or meet is a possible lead to a job opportunity**
- **YOU need to keep asking for suggestions and referrals**

THE IMPORTANCE OF SOCIAL MEDIA

- **Effective use of social media will enable you to gain an edge in today's competitive job market.**
- **According to a 2009 Career Builder survey, 45% of employers use social media to screen potential candidates and this percentage is growing.**
- **LinkedIn, which has 175 million registered users, is the most professionally oriented social media site for career networking.**
- **ComScore reports a 181% increase in Facebook users in the 25-34 year old demographic and a 98% increase in those 35 years and older.**
- **Twitter is the fastest growing social media site. Between 2008-2009, Twitter grew at an astounding 1,382%.**

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- It is a learning tool that allows users to establish new business relationships by joining relevant groups related to education and professional interests.

- Through connections, individuals connect with job-seekers, pose questions, learn about resources, and share ideas with colleagues from other organizations around the world.

- Users can research companies where they may be interested in working, find jobs, and determine where someone with similar qualifications has gained employment.

- To use LinkedIn to its fullest capacity, students, alumni, and working professionals alike must have a profile that is 100% complete. Creating a strong profile is key!

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facebook

- **Can be used to network with professional connections that have been made in the past, to enter into a dialogue with new connections, and to share a wealth of information.**
- **Decide to use FB for social networking or to expand usage.**
- **The pictures and information that you have in your profiles can affect your chances of being hired at a school or organization.**
- **Choose your Friends wisely. Remember your friends can see information about your other friends in your profile.**

twitter

- Users connect with companies, organizations, and contacts within their area of interest. Read bios for followers or who are following you to get insight into their interests

- Similar to Instant Messaging, Twitter allows you to publish/post short messages. Unlike Instant Messaging, Twitter allows you to have an unlimited audience.

- Twitter is designed for one to share their interests, ask questions and demonstrate ones skills and talents

"THE DO'S"

- Spread the word that you're looking for a job and ask if anyone has a contact who might be able to offer advice
- Use the Alumni Mentor Program (LinkedIn Group titled 'Teachers College Career Services (TCCS), Columbia University')
- Target industry-specific groups and events - Attend job fairs, company information sessions, and professional meetings related to your field
- Join professional associations- attend conferences and get involved
- Show interest in others
- Build relationships and follow through
- Conduct informational interviews
- Utilize social media

"THE DON'TS"

- **Ask for a job! Instead seek advice**
- **Be selfish**
- **Abuse relationships**

ASSESS YOUR PROGRESS

- **Are you following through on what you said you would do?**
- **Are you keeping your network informed of your progress**
- **Are you sending thank you letters and expressing your appreciation for any assistance or lead?**
- **Are you attending professional conferences, continuing your search, making new contacts?**
- **Are you following organizations on Twitter and adding contacts to your "network"?**
- **Are you making the necessary updates to your LinkedIn Profile?**
- **Are you reviewing your interviews to strengthen your weak points through mock interviews?**

FINAL THOUGHTS

- **This process is very time consuming - DO NOT PROCRASTINATE**
- **Get FOCUSED and DO the RESEARCH – know your stuff – the industry, company, job function and what you have to offer**
- **Get ORGANIZED**
- **COMPETE – Throw your hat in the ring**
- **HELP is available – get in touch with a TCCS staff member**

TCCS RESOURCES

- TCCS LINK (Register today on My TC Portal!!)
  - Resource Library
  - Personal Events Calendar
  - Announcements
- TCCS Weekly & Alumni Listserv & Teacher Prep Listserv
- TCCS on My TC Portal
  - Vault, Wetfeet, & Going Global
  - Online Career Development Resources
- Resume/Curriculum Vitae/Cover Letter Review Service
- Career Counseling (Call 212.678.3140 to set up an appointment)
- eWorkshops (located on the Resource Library on TCCS LINK)
- Walk-ins & Speed Reviews
- TCCS Website Resource Section
  - Career Development Resources (Identify Career Goals, Job Search, Interview & Salary Tips)
  - Resume/Curriculum Vitae/Cover Letter Guides & Samples
  - Social Media Guides (LinkedIn, Facebook & Twitter)
  - Resources by Industry & Interest Group
  - TCCS Library
  - TCCS Brochure
- TCCS Library
- Mock Interviews
- Interfolio, Inc
- Stay connected with TCCS
- Join the 'Teachers College Career Services (TCCS), Columbia University' group on