



Job Searching with Social Media For Dummies

Joshua Waldman

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Harness social media to land your dream job

For anyone looking for a first job, exploring a career change, or just setting up for future success, social media sites are proven platforms for facilitating connections, demonstrating passions and interests, and ultimately landing the job. *Job Searching with Social Media For Dummies* enables you to harness the power of the Internet to research and identify job opportunities, and then create a strategy for securing a position.

Job Searching with Social Media For Dummies features in-depth coverage of topics such as: creating effective online profiles and resumes to sell your strengths; maintaining your online reputation and understanding electronic etiquette; using the power of personal branding and building your brand online; avoiding common pitfalls, such as jumping into filling out a social media profile without a strategy; getting to know Twitter, the only real-time job board with literally thousands of jobs posted daily; using social media sites to uncover opportunities in the "hidden job market" ahead of the competition; and much more.

- Takes the mystery out of Facebook, Twitter, and LinkedIn
- Offers advice on how to brand yourself online
- Includes coverage of the latest changes to social platforms and websites

If you're a recent graduate, changing careers, or have been away from the job-search scene for a while, turn to the trusted guidance and expert insight of *Job Searching with Social Media For Dummies*.

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