



**WORKSOURCE**  
**PORTLAND METRO**

# Social Media Job Search Workbook

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# Welcome to WorkSource Portland Metro's Social Media For Job Search!

Message clarity is your number one asset and differentiator when looking for a job today.

If what you are posting about yourself is not supported by some strategy, your LinkedIn profile – even if it's 100% complete – will appear inconsistent and un-compelling to recruiters and hiring managers. This class will teach you *what* you should actually say in your LinkedIn profile.

## The 3P Model

This class teaches you how to get message clarity through three steps:

1. **Positioning:** discovering what makes you unique and relevant in the marketplace
2. **Polishing:** communicating your personal value on all the right channels
3. **Publishing:** requesting engagement opportunities with people of influence (also known as networking)

Following these three steps insures that you develop an overarching social media job search strategy. Then, despite the ever-changing technology landscape, you'll have a framework to be used as your navigational sextant. And, if used as instructed, this framework will help keep you from feeling overwhelmed or confused by new technology as you develop your online presence.

## Positioning:

### The Personal Brand



What emotions come to mind when you see this person?

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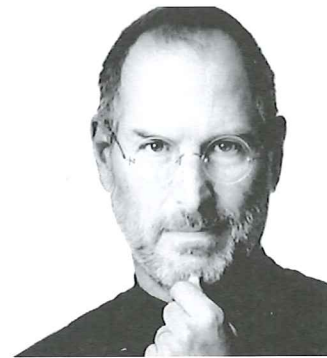
What emotions come to mind when you see this person?

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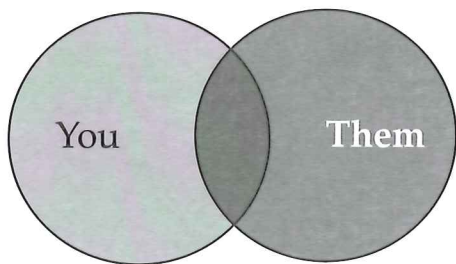
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## Positioning Yourself

In the Fast Company article *The Brand Called You*, Tom Peters contends that each of us needs to take a lesson from the marketing giants of our time and learn how to brand ourselves. He writes, “You don’t belong to any company for life, and your chief affiliation isn’t to any particular function. You’re not defined by your job title, and you’re not confined by your job description.” Developing a personal brand helps you define yourself in a way that makes you a compelling candidate, and the availability of internet-powered tools gives you the means to make sure employers take notice. Brand yourself, or be branded.

### You/Them Model

The “You/Them” model for developing a personal brand starts with a series of introspective exercises that elicit your values, passions and drives. Then, and just as important, you will research or brainstorm the needs of your target organizations.



These two perspectives will enable you to craft your positioning messages, so that they are:

- ✓ Congruent with who you are as a person, and
- ✓ Highly relevant to your target organizations.

### YOU: Getting to Your Life’s Values

Why does anyone do anything in life? It is because of the core values that drive your behavior. Gaining clarity on your own value system will help you:

- Make better choices
- Feel more confident with who you are
- Get motivated about your job search

### Make a record of your online assessments

If you took any of the online assessments, please record your results here. Although you don’t have to take all of these, the more you do, the deeper insight you will have about who you are and what makes you happy.

Name of Assessment	My Results



## Finish the following sentences

- If I only had 24 hours to live I would...
- If I had a million dollars, the first thing I would do is...
- People who know me think I'm...
- If I could be any animal, I would be a \_\_\_\_\_, because...
- Many people don't agree with me about...

## Who do you admire most?

Often, the people you admire most have had the most profound influence on your character. These people can be relatives, musicians, activists or just people you heard about through stories. Take a moment to think of people you most admire. Then write the names of the two to three you admire most. There are no constraints on who you can choose, except that your picks must have had an impact on your life and how you see the world.

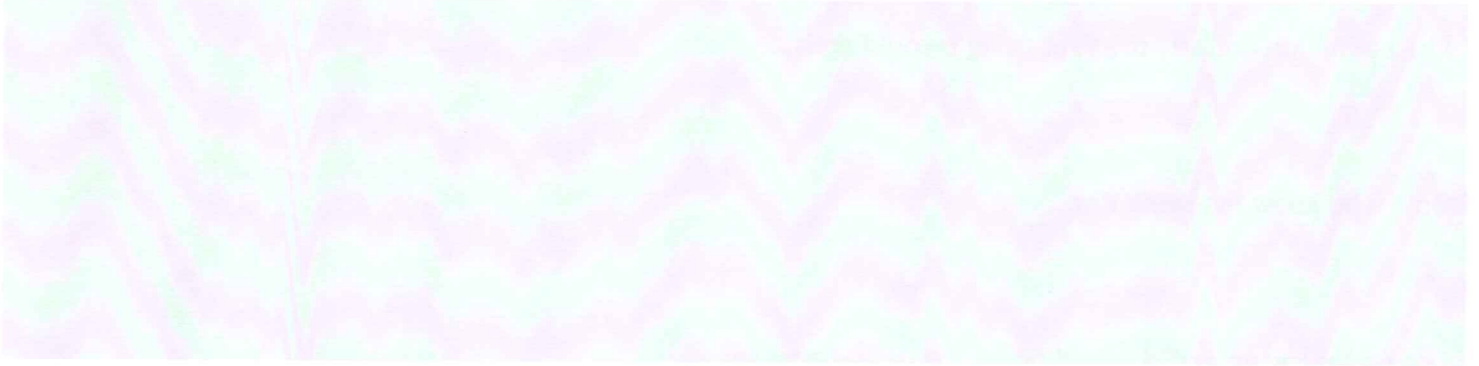
Often, someone shows their values by sacrificing something else. When thinking about the values your person exemplifies, think about what the people you admire were willing to give up in order to accomplish what they accomplished.

Someone you admire	Why you admire them	What values they exemplify
1.		
2.		
3.		

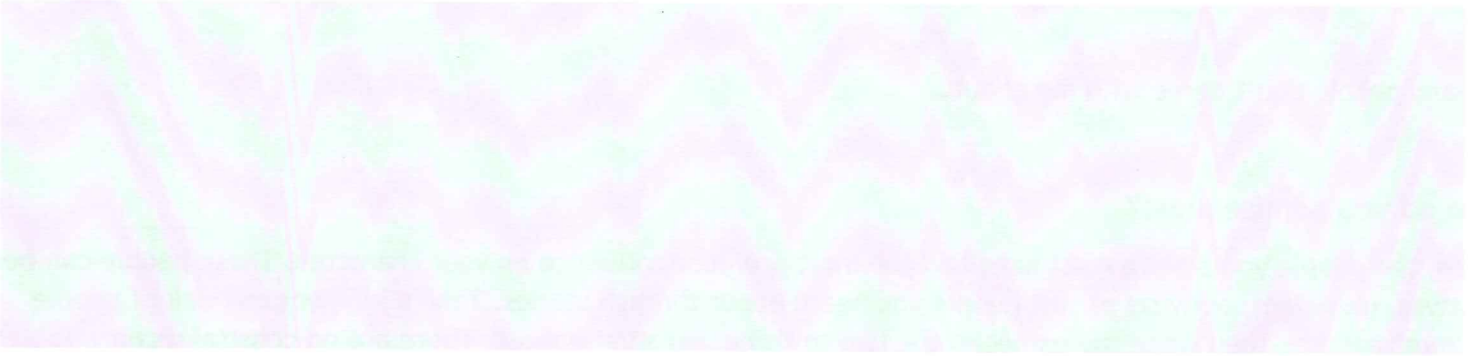
**What are you the most proud of in your career?**

Think back to a time in your career when you felt the most proud. In the space below, write about what happened and what role you played in that success. Be as vivid as possible. Write down what you saw, felt, heard.

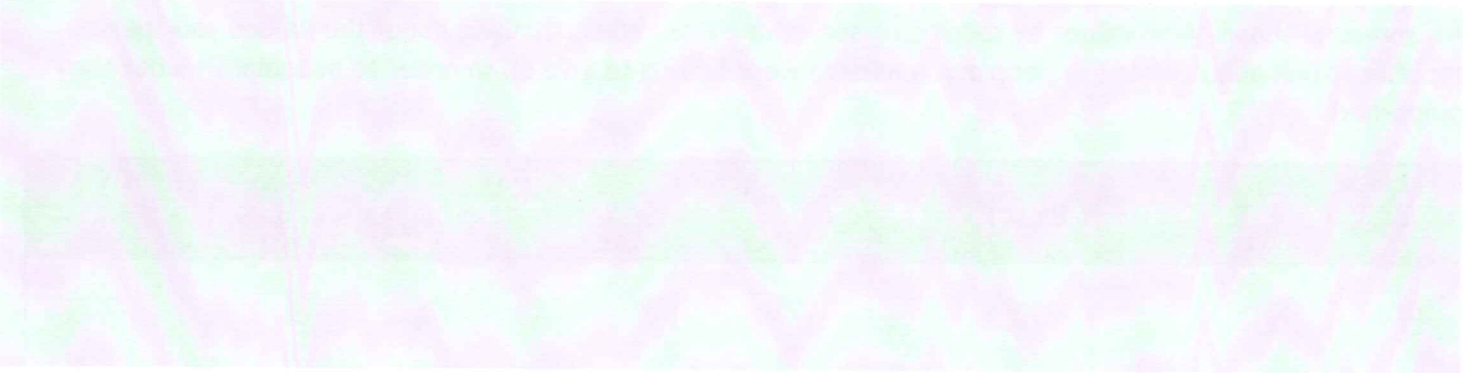
What is it about this event that compelled you to choose it over any other?



What values do you exhibit in this story?



What makes you the best at what you do?



**What are your top three personal values?**

Using the information from the earlier exercises, list your top three driving values. These words should capture the essence of who you are. (After class, write them down on a sticky note and put them in a place you can see every day.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## THEM: Understanding Their Needs

The missing half of personal branding is all about them. Do you fully understand the needs of your target organization, or of your target person?

The steps outlined below will show you how to easily build that list of names, and then research their needs. In the next part of this training, you will learn how to translate that research into your profiles and communication.

Chart the needs of each company you are targeting

THEM Industry/Organization/Job	THEM Burning need or goal	YOU How you can help (story)
<i>Example: Keen Footwear</i>	<i>High shipping costs in global distribution due to operational inefficiency</i>	<i>Bring experience from ATT where he saved them \$2M by implementing LEAN methodology</i>

Leverage your social media skills by looking to these resources for your research:

- [alltop.com](http://alltop.com) – human-curated news from the top blogs
- [search.twitter.com](http://search.twitter.com) – see what’s trending on Twitter
- **LinkedIn Groups** – for your industry and maybe your company
- [news.google.com](http://news.google.com) – for global, up-to-date news aggregation

## Summing Up Your Brand

In the YOU/THEM model, this is where the YOU side overlaps with the THEM side. So when working on these next exercises, do your best to bring in the insights, themes and patterns you identified earlier.

### Your Personal Branding Statement

To begin your thought process on what to include in your branding statement, answer the following four questions adapted from “Be Sharp”, by Paula Asinof and Mina Brown:

- What three or four words describe your essential qualities clearly and concisely? You might refer to your values work earlier.

\_\_\_\_\_

\_\_\_\_\_

- What is at the core of who you are? Here, think about your passions and interests, when you feel ‘flow.’ “I know I am in my element when \_\_\_\_\_.”

\_\_\_\_\_.”

- What is the knowledge, experience or skills you hold that might interest your target? This is where your research comes in handy! \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- “People recognize my expertise in \_\_\_\_\_.”

- What qualities do you possess that set you apart? \_\_\_\_\_

\_\_\_\_\_

- “Other people comment on my ability to \_\_\_\_\_.”

To give you a sense of what a personal branding statement might look like, William Arruda of Reach Personal Branding offers these examples:

*“Sitting at the intersection of technology and business, I use my passion for communication to help IT professionals in Fortune 100 companies express themselves in ways that are understood by business people.”*

*“Through my intuition and genuine concern for – and interest in – others, I build long-lasting fruitful relationships with my team, my business partners, and clients to drive consistent, recurring revenue for my company.”*

*“In working collaboratively with designers, I write witty, pithy, timely and compelling copy for marketing materials for B-to-B companies.”*

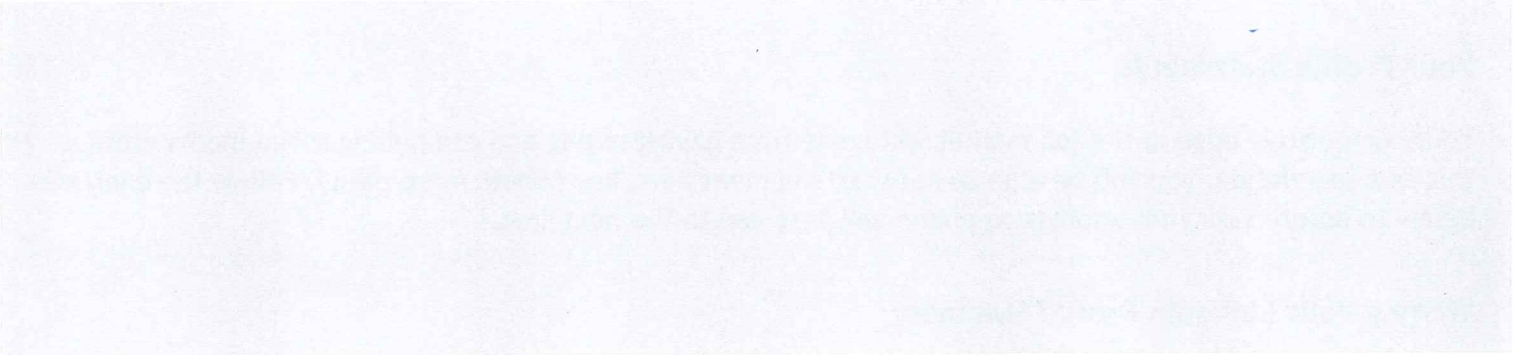


If a more formulaic approach would be helpful, feel free to use this template::

I (verb) for (noun) who want to (value you offer) so they can (their outcome).

*Example: I love to solve problems with global supply chain processes for Fortune 100 manufacturers who want to take advantage of the latest in Lean and Six Sigma so they can reduce costs and speed up time-to-market.*

Now write your own brand statement (and remember to use a keyword or two):



## Tagline

Your tagline will sum up your personal brand in a short pithy statement. It's something you can add to your business card or email signature. Taglines stick in people's heads. For example, Nike's tagline: *Just Do It!*

Most taglines are usually less than eleven words and are clear enough so that anyone who reads it will instantly know what you do and how you can help them.

Susan Chritton, author of *Personal Branding For Dummies*, offers these wonderful examples:

**Barbara Smith Accounting:** Making Accounting Personal

**Abigail Marks Marketing:** Make Your Mark with Abigail Marks Marketing

**Thomas Fuller, Personal Trainer:** It's not just fitness...it's Personal

# Polishing Your Online Presence

With your newfound clarity on your personal positioning, you can apply your work from the previous chapter to polishing your online profiles. In this section, you will learn how to translate all that woo-woo personal branding stuff to concrete, powerful online value statements. Because brevity is much harder than verbosity, you will start with the longest of value statements, your LinkedIn Profile Summary, and end with the shortest, your LinkedIn Headline.

## Your Profile Statements

Your competitive edge in the job market will come from having strong and compelling social media profiles. With this as a foundation, you will be able to network and meet new, key people more easily. Follow the exercises below to ensure your first impression online will take you to the next step.

### Writing Your LinkedIn Profile Summary

Answer the next four questions and input them into your Profile Summary on LinkedIn when you get home. 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”*

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

*“When resumes and job boards stop working, I provide strategies for relationship building.”*

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3. Give a statement about what makes you the best at what you do and name an accomplishment.

*“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.”*

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## Publishing Yourself

Social media offers you a free, easy way to share your voice. Many people feel uncomfortable sharing their professional opinions at first. However with practice, you may find that the more you share who you are with the world, the more confident you will feel about yourself. You do have valuable things to say, and you will find, over time, that other people value what you have to say.

### What Do You Say?

A common objection when people begin to consider publishing through social media is, “I just don’t have anything to say.” Does that mean that when you are hanging out with your friends, you just sit there, mute? Probably not. Everyone has a voice. Some people’s voices are simply not well-practiced. To get you started here is a short list of some possible topics you can share:

- An industry-related article
- A quote you found relevant or inspiring
- A question you have for your audience
- Ask for an opinion about something
- A picture of yourself practicing a hobby or in a professional setting
- Advice you have for someone else

### An insight

- An opinion
- A frustration
- A link to a company
- Retweet someone else’s post
- Share your job search progress
- Tell people what you are looking for

## Try Your First Posts

Try writing down your first posts in this workbook. Work with your instructor if you are unsure about what to say, or if what you’ve said is appropriate.

***LinkedIn Status Update (700 Character Limit)***

***Facebook Timeline Post (146-420 Character Limit)***

***Twitter Tweet (140 Character Limit)***

## The Advanced LinkedIn Profile Checklist

	Item	Description	Est. date of completion
<input type="checkbox"/>	<b><i>Vanity URL</i></b>	Change the link to your profile to include your name	
<input type="checkbox"/>	<b><i>Customize links</i></b>	Choose Other and rename your links, include your other profiles	
<input type="checkbox"/>	<b><i>Add skills</i></b>	Be sure to add skills, certifications and/or publications	
<input type="checkbox"/>	<b><i>Keyword optimized</i></b>	Include your best keyword in the five locations (see below)	
<input type="checkbox"/>	<b><i>Applications</i></b>	Add your reading list, blog feed or a video through Slideshare	
<input type="checkbox"/>	<b><i>Get to 500+ connections</i></b>	Size matters, grow your network	
<input type="checkbox"/>	<b><i>Get 20 recommendations</i></b>	You don't have to display all of them, but have them anyways	
<input type="checkbox"/>	<b><i>Endorsements</i></b>	Give them. Get them	
<input type="checkbox"/>	<b><i>Contact settings</i></b>	Change your Contact Settings so people know what you are open to	
<input type="checkbox"/>	<b><i>Add interests</i></b>	Include interests so people can find commonalities with you	
<input type="checkbox"/>	<b><i>Zip code</i></b>	Recruiters search based on location, be sure you are specific and include the zip code of where you want to work	
<input type="checkbox"/>	<b><i>Have a current job</i></b>	If possible, have a current position showing, it could be volunteer work, or your own "consulting" business	

*The procedures for how to do these LinkedIn operations may change from time to time. If you get stuck if you get stuck, simply search Youtube or Grovo for the feature you are trying to use.*

# Resources

## Articles

- *The Brand Called You* by Tom Peters Fast Company, August 31, 1997  
<http://www.fastcompany.com/28905/brand-called-you>

## Websites

- **Mashable.com** offers intelligent and up-to-date news and opinion on social media topics, including frequent pieces on modern job seeking and recruiting.
- **smartbrief.com/socialmedia** is an email service where the most important social media news gets emailed directly to you so you don't have to go out and find it.
- **Careerenlightenment.com** is a website dedicated to synthesizing social media and technology in a way that makes sense to job seekers. Sign up to get access to a weekly newsletter and video training.
- **careerrocketeer.com** publishes articles from the country's top career experts. They strive to bring you new ways to think about your job search and career.
- **job-hunt.org** spends a lot of time finding the best writers and thinkers to give you an authoritative resource for your career.
- **Grovo.com** offers 90 second trainings on almost every internet technology you can think of. If you ever get stuck, go here to learn something new.

## Books

- *The 2-Hour Job Search*, by Steve Dalton
- *Forget Job Security: Build Your Marketability*, by Dawn Rasmussen
- *Job Searching with Social Media For Dummies*, by Joshua Waldman
- *Personal Branding For Dummies*, by Susan Chritton



## Authors of WorkSource Portland Metro's Social Media for Job Search Curriculum:

**Joshua Waldman** is an author, speaker and trainer specializing in helping people regain control of their careers in today's economic and technology climate. As the author of the best selling *Job Searching with Social Media for Dummies*, Joshua enjoys presenting keynotes and workshops on personal branding, online reputation and advanced LinkedIn strategy. He also runs CareerEnlightenment.com, a successful career blog. Joshua lives in Portland with his wife, and their teenage daughter.

**Dr. Sean Harry** is the director of training and talent management for Career Management Solutions where he specializes in helping professionals enhance their careers by defining their personal brand. He has helped thousands of job seekers through career transition. Additionally, Sean has more than 20 years of experience designing curriculum for adult learners and wrote the popular workbook *Career at the Crossroads*. Follow him on twitter @sharrypdx or find him at [www.DrSeanHarry.com](http://www.DrSeanHarry.com)

## Social Media for Job Search Instructors:

**Barbara Barde, CPC** is a certified professional coach and business owner of Barde Career & Corporate Solutions. Dedicated to training and developing career professionals, she has conducted many workshops for WorkSource in Oregon and Washington, and at local colleges and universities. Through her company, Barbara teaches *Let's Get Working*, a career training and development course. She has hands-on experience and in-depth knowledge of social media and its effective use in job search.

**Dawn Rasmussen** is an expert in optimizing LinkedIn profiles for job seekers and knows how to write profiles that allow job seekers to be found and how to penetrate the deeper layers of LinkedIn to build connections that lead to jobs. She authored *Forget Job Security Build Marketability* and is a member of the National Resume Writers' Association and Career Directors International. She leads a Twitter job search discussion through multiple live chats including #HFChat #tchat and #InternPro .

To find out more about the WorkSource Portland Metro services listed below, talk to WorkSource staff or visit [www.worksourceportlandmetro.org](http://www.worksourceportlandmetro.org).

### Job Seeker Workshops

Every WorkSource Portland Metro Center offers workshops on resume writing, interview skills, career explorations and social media.

### Veterans' Services

WorkSource Portland Metro has specialized staff to assist Veterans with a variety of job placement and training services. For more information, call your WorkSource office and ask for the Veteran Representative.

### Short-Term Occupational Skills Training

WorkSource Portland Metro may be able to help you achieve career goals by supporting training in selected programs.

### National Career Readiness Certification (NCRC)

Complete NCRC requirements to earn a certification that tells employers you are ready and able to work.

## Locations of WorkSource Portland Metro full-service Centers:

### Beaverton-Hillsboro :

241 SW Edgeway Drive, Beaverton  
503-526-2700

### Central:

40 N Webster, Suite E, Portland  
503-280-6046

### Tualatin:

7995 SW Mohawk Street  
503-612-4200

### East:

19421 SE Stark Street, Portland  
503-669-7112

### Southeast:

7916 SE Foster Road, Suite 104, Portland  
503-772-2300



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