

Social Media from an Employer's Point of View

A dozen super easy social media job search strategies

Thanks to Shannon Smedstad, GEICO HR social media lead

Three years ago, using social media in the job search was either an unknown concept or just plain scary to many job seekers. College students in particular did not want companies on Facebook. Well ... times, they are a-changing. Here are 12 easy strategies for making social media work for you. These are ideas that you should embrace now and take just minutes to get started!

Facebook

1. **Connect with your career center** - they are already posting career advice, sharing corporate information session dates, listing important career fair details and more.
2. **"Like" companies** that you are interested in - read what they are posting, see what other people are saying about them, or ask a question and see if a company representative responds. **NOTE:** Some companies have general corporate pages, as well as career-related pages.
3. **Friend a recruiter** - there are corporate and agency recruiters who post links to their blogs and career articles, share information on their company and jobs, and who will answer your questions.
4. **Engage with pages that offer GenY career advice** - join the conversations with others just like you on [KODAus](#), Brazen Careerist, Careerealism, Experience.com, AfterCollege, New Grad Life ... and the list could go on.

YouTube

5. **Corporate channels** showcase what it's like to work there. Peek inside the walls of organizations that interest you, get more information on the company, see the work environment and hear from employees.
6. **Subscribe to the "JobsinPods" channel** - a resource that many employers use to create career-related jobcasts which are then shared on YouTube.

Twitter

7. If you're already tweeting or just getting started, be sure to follow your **career center** and any **employer lists** they have created.
8. Many **student and professional organizations** tweet valuable information targeted toward their members, including corporate partner, job and internship announcements.
9. Like on Facebook, **employers and recruiters** are #hiring and tweeting career advice, links to articles, #jobs, career fair dates and answering your questions (all in 140 characters or less).
10. **KODA.us** will tweet jobs directly to you as part of their #MondayJobs initiative. All you have to do is tweet [@KODAus](#) your industry, experience, location and link to your KODA profile.
11. **Looking for an internship?** Consider following @InternAlert or the @InternQueen. Or search using #internships.
12. **Job posting "twitterers"** (some that geo-target, some that don't) are literally tweeting thousands of jobs each day. Consider checking out TweetaJob, JobShouts and TweetMyJobs.

Of course, I'd love for you to connect with **GEICO Careers** on [Facebook](#) and [Twitter](#). We're tweeting information, job postings, sharing photos and engaging with job seekers every day. You can also contact our GEICO national college recruiter, **Jill Stover**, on [Facebook](#), [LinkedIn](#) and [KODA](#).

**Links to third-party resources are provided for informational purposes and do not necessarily constitute an endorsement by GEICO.*