UNIT ONE General Stories about Career Success and Social Media

• Twitter just topped 465 million registered accounts.
• Facebook has over 901 million active users.
• Google+ has nearly 100 million.
• LinkedIn is over 175 million.

Readings

5 Ways to Use Social Media in Your Job Search

11 Shocking New Social Media Statistics in America

Percentage of Jobs Posted to Social Media Sites

Tips for improving your profile picture
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UNIT TWO: Job Search Basics

Online Resumes

Make your resume easy to read

Deadly resume mistakes to avoid

3 Ways to quantify your experience

10 things to remove from your resume

Things that hurt your resume

Leave these words off your resume

Objective, Summary, Headline or Profile?

Is it time for your resume checkup?

Applicant Tracking Systems

Understand Applicant Tracking software and how to get your application through it successfully

Will the applicant tracking system love your resume?

The Buzz about Applicant Tracking Systems and Keywords

Cover Letters

5 Ways to improve your cover letter introduction

8 Ways to Maximize Your Cover Letter’s Power

Networking

Career Networking Do’s and Don’ts

7 Secrets to Getting a Job Using Social Media

Increase your odds of being hired from 1/100 to 1/10 by being referred by someone in the company

4 Social Media Tasks for the New Job Seeker

Online Hiring Expected to Double

Networking Tips

Interview Strategies

Interview questions from the interviewer's perspective

Interview Follow-up
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UNIT THREE: Recruitment and Locating Vacancies General

How recruiters use social networks to screen candidates

10 things every jobseeker should be doing to find their next position

15 Invaluable Websites for Job Research

Four New Job Search Tools = Meeteor.com, Vizualize.me, Cachinko.com, 1-page.com

100 Top Niche Job Sites

Compendium of Job Search Resources
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UNIT FOUR: Facebook

Facebook Privacy Settings
Top-5-facebook-applications-for-job-hunting/ Online habits that can hurt
How-to-land-a-job-using-Facebook-infographic/
6 Career killing Facebook Mistakes
Legal pursuit of Social Media Presence Software in cases of wrong doing
Facebook timeline tips
Top 5 Facebook applications for job hunting
Facebook: The Untapped Job Board
Beware of Facebook indiscretions: Minnesota Supreme Court Decision on Mortuary Science Student’s Freedom of Speech
UNIT FIVE: LinkedIn

What is LinkedIn?
New User Starter Guide
Why you need to be on LinkedIn

How to Build a LI Profile and Get Started! (Prezi)

LinkedIn has 150 million members

Strengthening your LinkedIn presence

Use LinkedIn to follow potential employers

Create a LinkedIn Profile and Network

How to Get Noticed by Recruiters on LinkedIn

SWays to Undermine Your LinkedIn Profile

Myths about what LinkedIn can do to your career

10 WOW Social Media Statistics for 2011 80% of companies use social media for recruitment; of these 95% use LinkedIn

6 Changes you need to make to your LinkedIn profile now

5 LinkedIn Profile Tips  a. Choose an appropriate profile picture | b. Create a memorable headline | c. Complete your profile | d. Use key words to fill the "Skills" section | e. Join groups and become active

Seven Phrases to Remove from your LinkedIn Profile

Maximize LinkedIn Profile Inbound Marketing

LinkedIn profile improvement

6 Rules for a superior LinkedIn profile

How to write a LinkedIn invitation

Why you NEED to be on LinkedIn

4 Ways to get the most out of your LinkedIn profile

Job seekers should use LinkedIn

LinkedIn Tips for 2012 Grads
Use LinkedIn to search for jobs www.LinkedIn.com/studentjobs Search by smaller geographic areas by typing in a city or state name in the "Location" filter where there is a box that says "Enter location name."
UNIT SIX: Twitter

50 Ways to Use Twitter as a Job Search Tool

Twitter has 500 million users
3 Easy Steps to Use Twitter to Network and Find a Job

Quick Tips to get started using Twitter for your job search

5 Reasons Job Seekers Should Use Twitter

Set up your twitter account for employment

Advanced Twitter for Business
UNIT SEVEN: Blogs and Using Popular Social Media for Job Search


BEST Career Blogs: Join the group from your LinkedIn account.
Some good blog software: Blogger and Word Press. Free

21 tips on getting the word out about your blog

Current stats on Social Media Use + tips on getting the word out about your blog

E-portfolio and Blog combination post


Pinterest, YouTube and Skype for Job Search

What Pinterest is doing that Facebook isn’t

100+ Brands on Pinterest

Pinterest is taking over

50 top tips best ways to use Pinterest for business

Pinterest Job Search Tips from the Experts Pinterest

YouTube as a job search vehicle www.YouTube.com

Using Skype ID’s on LinkedIn to find a job