



What will separate you from the pack and what steps can you take to get a phone appointment that might lead to a job interview?

Here a few [Richmond Social Media Examiner](#) articles that provide tips to help increase your visibility, create better brand awareness, and provide an "online voice" to better attract the attention of your target companies:

[4 ways social media can help tune-up your job search](#)

[8 tips for creating a social networking plan for your job search](#)

[3 sites to help in your job search: the social media 'Power Trio'](#)

To get the latest career, job search, and branding tips, here are a few Twitter "follow" recommendations:

@AlisonDoyle - Alison Doyle

@Absolutely_Abby - Abby Kohut

@MegGuiseppi - Meg Guiseppi

@DL101 - Diana Lewis

@TimsStrategy - Tim Tyrell-Smith

@CareerRocketeer - Chris Perry

@JobHuntOrg - Susan P. Joyce

@careersherpa - Hannah Morgan

Of all the social media sites, the 'Power Trio' of LinkedIn, Twitter, and Facebook can prove very beneficial for building a wide network to help with a job search. Having career professionals, industry leaders, and like-minded professionals in your 'power trio' network enables one to leverage their knowledge, stay on top of the latest industry trends, and better utilize social media in a job search.

Many industry leaders leverage these sites to post articles, share blog posts, and have guest writers on their sites that contribute quality career, job search, and branding information that benefit everyone.

Now, more than ever, to compete with many applicants for the limited job opportunities, one needs to be in "sales", to really sell yourself and show that your skills are the best fit for the job opening.

The way networking is done today has evolved and changed drastically. Social media sites like LinkedIn, Twitter, Facebook, and more recently, Google+, provide an online community to showcase your skills and expertise. Social networks can provide the tools to amplify your brand, and create a “social footprint” that can showcase your talent, and skills, to a prospective employer.

In today’s job market, the hiring manager or someone at their company, will more than likely check social media sites to see what content exists for a potential employee. A strong social media presence shows you are current and keep up with the latest tools and technologies.

Posting updates on social networks allows one to share valuable content, relating to a job or industry, and may provide the Social SEO (higher marks in search engine results) that will separate you from the crowd and boost your visibility.

Frequent updates on social media sites can amplify your brand recognition, give a wider reach to your “online voice”, and make you a “trusted” resource – someone who adds value.

Best practices tip worth repeating:

Help others get the contacts they need, and recommend their work to others. Be a "people connector" and "problem solver" (companies hire people to “solve problems”, not just to fill a job opening). Share job search tips, and social media tips with your network.

If your social media activity attracts the attention of the company where you seek a position, the content you share might highlight you as a more desirable candidate, possibly leading to that next job interview.

For more social media, job search, and career tips, view [Richmond Social Media Examiner](#) articles by Daulton West, Jr., aka [ASocialMediaChampion4U](#).

Follow me on Twitter [@DWestJr](#)

SUGGESTED LINKS

[Social Media and the Job Hunt \(SMCEDU-RVA event\)](#)

[Using Twitter for career networking](#)

[5 best practice tips: use social media to engage, not enrage followers](#)