

Social Media Networking Strategy

Social media offers many opportunities to research, connect with your existing network or cold contacts, and apply to positions. With all the options, it can be intimidating. Use the checklist below to determine which of the most popular social mediums to incorporate in your search.

SOCIAL MEDIUM	INCLUDE IN SEARCH	PRIORITY IN SEARCH
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LinkedIn

used by 65+% of recruiters for sourcing and hiring

_____ My Target Companies Have Profiles on LinkedIn

_____ My Target Companies Have Hiring or Career Pages on LinkedIn

_____ People Like Me in My Target Companies Are on LinkedIn

Facebook

used by 68% of recruiters for sourcing and hiring

_____ My Target Companies Have Pages on Facebook

_____ My Target Companies Have Hiring or Career Pages on Facebook

_____ My Target Companies Have Opportunities to Connect Via Groups or Direct Contact

Twitter

used by 48% of recruiters for sourcing and hiring

_____ My Target Companies Have Active Twitter Handles

_____ My Target Companies Have Active Hiring/Career/Recruiter Twitter Handles

_____ People Like Me in My Target Companies Are on Active on Twitter

Instagram

used by 46% of recruiters for sourcing and hiring

_____ My Target Companies Have Active Instagram Accounts

_____ People Like Me in My Target Companies Are on Active on Instagram