

INTRODUCTION. Now that you've completed your Facebook privacy audit, including your pledge not to post anything to Facebook that could hurt your career, it's time to be **pro-active**: to use Facebook in a positive direction to help with your job search and/or career plans.

FACEBOOK FRIENDS, FAMILY & CONTACTS. The good news about Facebook is that nearly everyone is on it, and that includes friends, family, contacts and "friends of friends" who might be either prospective employers or key career promotion decision makers who can help you in your job search or career goals. *The trick is to politely message and remind your Facebook network that you are "in the market" for a job without being pushy or rude.*

Expand your circle of Facebook friends. The more people you know on Facebook, the more people who can learn about your job search or career goals, including "friends of friends." So, first up: expand your circle of friends.

- **Find Friends and Family.** Take out a piece of paper, or a WORD document, and start to write down the names of everyone you know, starting with your family (Mom, Dad, Sisters, Brothers, Aunts, Uncles, etc.). Reach out to key family members (including extended family), and try to get their names / cities that they live in / email addresses, etc. In addition, make a list of **everyone you know** from High School, where you grew up, where you went to college, friends from past jobs, etc.
 - Log in to Facebook
 - Type their name plus identifying words (e.g., city where they live, place where they work), and locate them
 - Click on their name, and then click on "add friend" to send a friend request.
- **Use Friends to Find Friends.** There may be people you actually know, but have forgotten from the past. Next, using your friends that you are already connected to on Facebook, browse their friends. To do this –
 - Type the name of a friend or family member into the search box. On the left hand side, click on the word "Friends" in the friend box.

- Click on “All Friends,” and browse through their friends list. If you see someone that you know well enough to “friend” on Facebook, click on that person’s name to see their profile on Facebook, or just click “Add Friend” to send a friend request.

When done with this exercise, you will have expanded your circle of friends as far as possible. Throughout, be respectful and authentic: only reach out to people you’d truly consider a friend.

POSTING STRATEGY. Next, you need to think about what you’re going to post to Facebook that will support your job search and/or career-building goals. Don’t be shameless or seem desperate! Don’t post something like, “Hey, help me! I’m looking for a job.” Don’t be negative, and share your depression and woes as you are unemployed! People are on Facebook for friends, family, and fun – so remember, to be effective, you have to work within that context by being “positive” not “negative.”

That said, brainstorm the types of things you can post in two categories:

Friends, family, and fun. Start posting more frequently and posting items that people “like” such as **pictures** of yourself / friends / family having fun, **pictures** of pets, funny **quotes**, interesting news **articles**, even **text messages** of your ideas, feelings, etc. *These items should honestly reflect you as a person*, but you need to “ramp up the volume” on Facebook so that you have more opportunities for friends and family to “see” and “interact with” your posts.

Ideas for Posts: _____

Adjacent Posts. You are either a) looking for a job and/or b) seeking to advance your career. Put your “thinking cap on” and brainstorm photos, posts, quotes that you can post that are in the vibe of “friends, family, and fun” and yet still touch on your job search or career goals. An example would be a “selfie” of you before a job interview, or a quote about searching for a job, or a picture of a family member who had a great job you admired, and why you admire it...

Ideas for Posts: _____

Direct Posts. Some posts that clearly and unambiguously say you are “in the job market” or OK. Don’t overdo this. But, for example, you can post something like, “Just graduated today from the University of Tulsa, now it’s off to the job search. Anyone have advice?”

Ideas for Posts: _____

COMMENTING / INTERACTING STRATEGY & REACH OUT STRATEGY. Next, you need to engage your friends, family, and contacts on Facebook, through their own posts. In addition, identify company Pages that you like, and interact with those brands as well. Indicate a rhythm, below:

I will like / comment / share on the posts of others (friends, family, contacts, and business pages) on a daily weekly monthly basis.

In addition, for persons you know pretty well, you can reach out directly through Facebook messenger to ask them for help with your job search. (You can also just email them if you know their email address). List those persons here:

Persons who would be willing to help me with my job search:

Systematically, message or email these persons about your job search / career goals.

SET UP A FACEBOOK PAGE. If desired, you can set up your own Facebook Page (remember: persons have “profiles,” and organizations or businesses have “pages.”). This is more common for persons who have a more public brand image such as a speaker, author, musician, or other type of artist. It can help you reach people who you do not know well enough to consider a “friend” but can still help your career, and it can be a “trust indicator” that you have a strong personal brand. An example would be a photography student, who wants a job as a corporate photographer, and sets up a personal brand Page on Facebook for her photography projects and even side gigs.

No, a Facebook Page will NOT work for my personal brand (Skip this section).

Yes, a Facebook Page will work for my personal brand because: _____

If you decide to set up a Facebook Page, go to <http://jmlinks.com/11g> for instructions. Be sure to identify persons with powerful online personal brands to “emulate” as well. Imitation is the highest form of flattery!

Populate your Facebook Page with a Cover Photo, Profile Photo, and “about” information.

Reach out to friends, family, and other connections who might be interested in “liking” your Facebook Page, plus, brainstorm other ways to **PROMOTE** your Facebook page here:

(A promotion example would be that the photography student asks people who attend a showing of her photographs at a college exhibit to “like” her Page on Facebook).

Brainstorm items you are going to post to your Page here (such as videos, photos, quotes, etc.).

Advertise Your Facebook Page and/or Its Posts. If you have a budget, you can “advertise” your Facebook page as well as its posts, and you can be as specific as to target key employers. This costs money but if you are the kind of person that has a highly “fun” and/or “visual” personal brand image, this can be a good tactic. Review the information on Facebook targeting at <http://jmlinks.com/11p> and <https://www.facebook.com/advertising>.

MEASURE YOUR FACEBOOK EFFORTS. If you have a personal website / blog, set up Google Analytics and use “Advance Segments” to see traffic FROM Facebook to your personal website. In addition, set up basic metrics such as the growth of your Facebook friends, interactivity on your posts, and even “job leads” that originate via Facebook efforts.

- Google Analytics set up, with Advance Segment to measure Facebook traffic.
- Define other metrics, such as:
 - Growth of Facebook friends.
 - Interactivity of Facebook posts, as measured in likes, comments, and shares.
 - Measurement of “job leads” that originate via Facebook.

OTHER FACEBOOK MARKETING IDEAS. Facebook is powerful because nearly everyone is on it, and on it frequently, However, it has the “friends, family, fun, photos, and fake” vibe, so you have to use carefully to advance your job search or career promotion prospects. Take a moment and brainstorm any other ideas you have as to how to leverage Facebook for your job search and career-building goals:
