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Best Regards,  
Steve Weber

# Wired for Work

Get a Job *FAST* using LinkedIn, Facebook or Twitter

By Steve Weber

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# The new way to find a job

If you haven't looked for a job lately, you're in for a surprise.

Until recently, job searching was fairly simple. You scanned the classified pages of your local newspaper. You chatted with family, friends, acquaintances, and you asked for recommendations. When you found a lead, you mailed in a resume and cover letter, crossed your fingers, and waited for the phone to ring.

To put it mildly, things have changed. Most job opportunities aren't listed in the classified pages anymore. Your cookie-cutter resume and cover letters no longer cut it. And on top of all that, today's job market is tough, the worst since the Great Depression.

The old places people used to look for jobs, like newspaper ads, are dying. Even the online employment sites you might know about, like Monster.com, CareerBuilder.com or HotJobs, are a dead end for most people, according to career coach Kevin Kermes, publisher of *Build the Career You Deserve*. Here's why:

- **The job often doesn't exist.** The job listings at these big-name employment sites are stale. They're often copied directly from company Web sites or internal applicant tracking systems, which are chronically out-of-date, Kermes says. Worse, many employers post *phantom jobs* at these sites, simply to harvest resumes and fill their applicant database. Employers perpetuate this jobs treadmill because it's cheaper than hosting job fairs or hiring recruiters. And the Web sites are happy to play along, because the more job listings they have, the more visitors click through their pages, and the more they can charge in advertising and listing fees. But for

you, this jobs merry-go-round is a colossal waste of time and energy.

- **The better the job, the more likely you'll be lost in the clutter.** Nowadays, a typical job posting can attract hundreds or thousands of resumes. Company recruiters, buried under an avalanche of e-mails and resumes, often miss the best-qualified and experienced applicants.

More than ever, you've got to *network* to find a job or promotion. And for a growing number of people, that means using Facebook, Twitter, LinkedIn, and other social-networking tools.

Although these new job-search tools are mostly free, they can be wonderfully effective. Along with the techniques outlined in this book, you'll have early notice of unadvertised job opportunities, and direct access to the hiring decision-makers.

## **Your resume for the world to see**

Even if you don't find your next job on Twitter, LinkedIn, or some other networking site, using these tools can boost your image to potential employers. Most employers now use social networking sites to help screen job candidates, according to a recent survey of 2,600 hiring managers by CareerBuilder. Of those who conduct online background checks of job candidates, 29 percent use Facebook, 26 percent use LinkedIn, and 21 percent use MySpace. About one in 10 employers search blogs, and 7 percent follow candidates on Twitter.

Unlike submitting your resume to a jobs listing site where your application often falls into a black hole, the profile you establish on social networks such as LinkedIn, Facebook and Twitter can enhance your career in two major ways. "First, you can highlight your career achievements and the attributes that single you out as the best candidate for a job," says Andy Beal, co-author of *Radically Transparent: Monitoring & Managing Reputations Online*. "Second, these profiles can also rank well in a Google search for your name. Should a potential employer decide to include Google results as part of its background check, they'll discover the content that you carefully constructed to portray yourself in a positive light."



## How employers see you now

In the old days, you had firm control of your introduction to prospective employers. You wrote the resume and cover letter, and provided your references. Of course, you included only the things that made you look good. But today, employers can get lots more information about you by searching the Internet. If you've never sat down and looked at what information is out there, it's time to start.

Let's take a peek at your online image, as seen through the eyes of a prospective employer. What will they see when they Google your name?

On your Web browser, type your name, city of residence, and perhaps your line of work into the search box at Google.com. Are you among the first results, or is the result someone else with the same name? What details about you are available? Being at the top of the search results can be a good thing, or it might be bad, depending on what shows up.

Does your name appear as a speaker at a professional event? Have you won an award? Were you mentioned in a class reunion? That's good. On the other hand, does your name lead to a Facebook page, where potential employers can view embarrassing photos of you drinking beer at a friend's party? Not so good.

Now, put yourself in an employer's shoes, someone who has received your cover letter and resume, but wants to learn more about you before scheduling an interview. He or she might perform an online search to see what information about you is available. Do you want this potential employer to see your Facebook profile? Your Twitter account? If so, make sure you've set your privacy settings to allow public viewing. Of course, this will allow prospective employers to see the same information as everyone else—the good, the bad, and the ugly.

According to a recent survey, most employers check social-networking sites when evaluating job candidates, but very few of those job candidates—only 16 percent—have polished up their profiles with employers in mind.

Inappropriate photos or embarrassing online content can torpedo your job prospects. Thirty-five percent of employers who

vetted candidates online found something that eliminated a job candidate from consideration, according to the CareerBuilder survey. The most common things found on social-networking sites that knocked a job candidate out of the running:

- Provocative or inappropriate photographs or information (53 percent).
- Content referring to alcohol use or drugs (44 percent).
- Derogatory comments about previous employers, co-workers, or clients (35 percent).
- Display of poor communication skills (29 percent).
- Discriminatory comments (26 percent).
- Conflicting evidence of job qualifications (24 percent).
- Disclosure of confidential information about a previous employer (20 percent).

While the above are fairly obvious examples of rude or insensitive behavior, subtler things can also put you in a bad light. For example, some employers disregard job candidates who write e-mails containing slang or misspellings that might go unnoticed among friends. Do you use those little smiley faces at the end of your messages, or use text abbreviations such as “GR8” for the word “great”? Such informalities are frowned upon by some hiring managers.

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## Building your personal brand

If you Googled your name and didn’t find anything—or could find only other people with the same name—don’t worry. There’s plenty you can do to forge an online identity. Your first job is to differentiate yourself from the competition. What is it that makes *you* different? To put it another way, what’s your “unique selling proposition,” the thing that makes you stand out?

This is plain old marketing. Consider a famous product, such as M&M candies. How did marketers make these chocolates stand out? Much of the credit goes to a great slogan: “The milk chocolate that melts in your mouth, not in your hand.” In selling yourself,

you can adapt the same branding exercises used by businesses to launch or reshape your career.

Now, take a look in the mirror, grab a pen and a piece of paper (or a fresh Word document), and jot down your greatest strengths. Brag about your admirable traits. Include specific accomplishments for which you, and you alone, are responsible. Look not only at work-related achievements, but other training you've received, or volunteer duties. These nuggets of information will form the core of your personal brand identity. You'll use it to market yourself to potential employers, colleagues, friends, and anyone who can spread the word about you and your expertise.

No matter what your line of work, whether you're an artist or accountant, writer or rocket scientist, developing your personal brand is crucial. After all, your most important job while job-searching is to persuade potential employers that you're the *best*, the cream of the crop. Make sure the message you are communicating to your audience is consistent, whether you're dealing with contacts online or offline. Most of all, remember that establishing yourself as the authority on a given topic is not going to happen overnight. It takes patience, consistency of message, and determination.

The good news is, you can leverage social media to advertise your skills and experience. Eighteen percent of employers have found content on social-networking profiles that prompted them to hire a candidate, according to the survey of hiring managers mentioned previously. The top reasons:

- Profile provided a good feel for the candidate's personality and fit (50 percent).
- Profile supported candidate's professional qualifications (39 percent).
- Candidate was creative (38 percent).
- Display of solid communication skills (35 percent).
- Candidate was well-rounded (33 percent).
- Other people posted good references about the candidate (19 percent).
- Candidate received awards and accolades (15 percent).

## Roots of Internet social networking

Internet social networking sites provide a platform for spreading the word about your personal brand. It gives you the ability to connect with any one of millions of people at any time, day or night. It's only natural that job-seekers have found this medium so effective.

The roots of Internet social networking can be traced back to 1985, with "The Well," a popular electronic bulletin board. For the first time, members of an online community could communicate 24 hours a day, seven days a week, without any "real life" contact. Today, The Well has been supplanted by newer online communities, where participants can post articles, view pictures, share their opinions, promote themselves and their businesses, and conduct research. Many of the sites are free or low-cost, and the possibilities are endless.

Let's take a look at some of the top social-networking sites. Visit each of the sites to determine which ones make sense for you to join based on your area of expertise, job goals, interests and needs. Unless otherwise noted, you can sign up at any of these sites for free, though some sites charge a membership fee to access additional services.

Also, keep in mind that all sites are not created equal, and it is not necessary to join each and every one. A good rule of thumb is to start by joining a few general professional networks, such as LinkedIn, and then add networking sites specifically geared to your field.

- **Facebook** ([www.facebook.com](http://www.facebook.com))

Facebook is a free Web site that allows users to associate with other members connected by a city, school, region, employer, or by interests and hobbies. Facebook was originally limited to college students, but now is open to virtually anyone with Internet access.

This popular social utility helps people communicate more efficiently with their friends, family and coworkers. Its simplified set-up and navigation, extensive privacy controls, and third-party applications make it user-friendly and, well, downright fun. Facebook also has its own e-mail service with "conversation threading," which shows each message sent back and forth, and allows you to

add photos, links and other attachments, as well as a host of other features members enjoy.

- **LinkedIn** ([www.linkedin.com](http://www.linkedin.com))

LinkedIn is the most popular networking site focusing exclusively on business use, with an interconnected worldwide network of 42 million professionals in 170 industries. This book contains a whole chapter on how to put LinkedIn to work for you.

- **Twitter** ([www.twitter.com](http://www.twitter.com))

Unique among social networking sites, Twitter is a service that allows friends, family, and coworkers to communicate and stay connected through the exchange of quick, frequent messages. Your messages, known as “tweets,” limited to 140 characters or fewer, are posted to your profile. More on Twitter later.

- **MySpace** ([www.myspace.com](http://www.myspace.com))

MySpace is another free Web site where users can create profiles, post blogs, and share music, videos, and photos. Members can connect with friends, co-workers, family, and anyone else. MySpace offers many of the same features as Facebook—user-submitted personal profiles, groups, photos, music, and videos. The conventional wisdom is that MySpace members tend to be younger than Facebook members, and less educated, but that’s a generalization.

In addition to accounts at these sites, you can have your own Web site or blog, too. Think of it as a virtual, and public, journal where anyone can express their opinion, share pictures and videos, give reviews, promote their businesses, products, and themselves, and interact with their readers.

## **The fast-evolving social landscape**

Why should you care about social media? Because more and more employers are using it to find new talent for their company.

No matter which of the social networks you use, there are broad principles you can apply to each to attract attention and maximize your effectiveness:

- **Fill out your profile completely wherever appropriate.** List all your products, services, qualifications, specialties, partners, and so on. Many people will find you by conducting a keyword search on the social network or at Google.com, so make sure you've seeded your profile with all the relevant details.
- **Include testimonials from happy customers or well-known people in your field.** Anyone can have a profile on a social network, but the ones that are taken seriously have credible people vouching for their trustworthiness.
- **Have the largest number of friends possible within your niche.** The more complete your list, the better the odds that new people in your target market will discover you promptly.

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## Beware of employment scams

With today's high rate of unemployment, job scams are more common than ever. Criminals prey on people who are under pressure to restore their income, and who want to believe that a promised opportunity is genuine. But remember the adage, "If it sounds too good to be true, it probably is."

Advertisements for job scams can turn up anywhere—on Twitter, Facebook, in the pages of magazines, or your local newspaper. Here is a list of red flags that a job "opportunity" is likely to be a scam:

- **Unrealistically high income.** Promises of big income and the freedom to "work at home" attract the most attention, so they're used most often in advertisements for scams, says Christine Durst, chief executive of Staffcentrix, a training firm focused on home-based work. Typically, hundreds of dollars, or even \$1,000 a day, is promised.

- **High salary promised for little or no work.** Think about it—what business can afford to pay exorbitant salaries in exchange for very little work—and if they really were, would they need to advertise this “opportunity”?
- **No experience necessary.** Real employers need workers with specific skills and experience. Advertisements for jobs supposedly requiring “no experience,” even for entry-level jobs, are likely scams, especially if they promise high income.
- **An offer of “inside” information.** Sometimes you’re asked to pay for a list of high-paying jobs available to anyone who works at home. Real employers don’t operate this way.
- **Payment is required before details of the opportunity are disclosed.** Legitimate employers don’t ask for payment in exchange for a job. Many variations of this scam exist: You’re offered a reward for depositing your cash in an offshore account for a certain amount of time—or you’re asked to deposit a large check written on a foreign bank. Some crooks ask you to phone a 900 number for employment information, for which you’re billed for each minute.
- **You’re asked to reveal extensive personal information.** Never divulge personal information, like account numbers, Social Security number, or driver’s license number unless you’re certain who you’re dealing with. Don’t give out your credit card or bank account numbers online or on the phone unless you know the company and have agreed to pay for something. Anyone who has your account information can use it to commit financial fraud against you.

In some cases, offers from employment agencies aren’t illegal, but are deliberately misleading and result in wasted time and money. Here’s a to-do list the U.S. Federal Trade Commission recommends you follow before spending money with a job placement firm:

- **Reject any company that promises to get you a job.**
- **Be skeptical of any placement that charges a fee first, even if it guarantees refunds.**

- **Get a copy of the firm's contract and read it carefully before you pay any money.** Understand the terms and conditions of the firm's refund policy. Make sure you understand what services the firm will provide and what you'll be responsible for doing. If oral promises are made, but don't appear in the contract, think twice about doing business with the firm.
- **Take your time reading the contract.** Don't be caught up in a rush to pay for services. Stay away from high-pressure sales pitches that require you to pay now or risk losing out on an opportunity.
- **Be cautious about purchasing services or products from a firm reluctant to answer your questions.**
- **Be aware that some listing services and "consultants" write misleading ads that appear to be job openings.** Actually, they sell general information about finding jobs.
- **Follow up with the offices of any company or organization mentioned in an ad or an interview by an employment service.** Verify that the company is really hiring.
- **Be wary of firms promoting "previously undisclosed" federal government jobs.** All federal positions are announced to the public on [www.usajobs.gov](http://www.usajobs.gov), and the information is free.
- **Check with your local consumer protection agency, state Attorney General's Office, and the Better Business Bureau.** See if any complaints have been filed about a company with which you intend to do business. You also may contact these organizations if you have a problem with an employment-service firm.

For more information on "work-at-home" and self-employment scams, visit this site published by the Federal Trade Commission: [ftc.gov/bcp/edu/microsites/bizopps/index.html](http://ftc.gov/bcp/edu/microsites/bizopps/index.html)



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# Connect with LinkedIn

LinkedIn.com is perhaps the most popular Web site devoted to job searching and career networking. By a wide margin, LinkedIn is the most popular online tool among employment recruiters. Basic service is free—you can build a free profile that can serve as your professional resume, available to anyone.

LinkedIn enables users to build and maintain a list of contact information for people they know and trust in their field of work. The people on the list are called “Connections.” Using LinkedIn, you’ll be able to view the profiles of hiring managers in your field, and discover how you can best be introduced to them.

One of the most popular LinkedIn features is its “Job Search” function. After you’ve set up your account, you can search current job opportunities and see how your existing contacts can help you get the job. You can also browse the job directory, sorting by industry, job function or title, company name, or geographic region.

Even folks who aren’t actively looking for a job congregate at LinkedIn, for a variety of reasons:

- To make connections that will help them discover new opportunities and close business deals.
- To locate and become better acquainted with potential clients, service providers and experts.
- To find potential partners for business opportunities.
- To collaborate on projects and gain insights from discussions with like-minded professionals.
- To recruit new talent for their companies.

When joining LinkedIn, the site asks for your name, e-mail address, and a password at least six characters in length. You'll provide your ZIP code so the site can assign you to a geographic region. You'll indicate your work status, and if you have a job now, LinkedIn asks for your industry, company name, and job title. If you're seeking employment, LinkedIn asks you to indicate which of its 150 industrial categories most closely matches your field.

After you provide this basic information about yourself, click the "Join LinkedIn" button at the bottom of the page and you're on your way. Be sure to abide by LinkedIn's user agreement, which among other things, requires you to observe copyright law and LinkedIn's privacy policy. View the agreement here: [www.linkedin.com/static?key=user\\_agreement](http://www.linkedin.com/static?key=user_agreement)

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## Build your profile

OK, you've signed up for LinkedIn, and you're ready to create your profile. First, LinkedIn will send you to the "Contact Settings" page where you specify your goals (like finding a job, reconnecting with old colleagues) and what kinds of things you want to be contacted about, such as career opportunities, and providing references for coworkers.

If you're seeking employment, you should check the "Finding a job" option. If you're not looking, leave the box blank. You'll notice some boxes are already checked. These selections are made based on information you provided during the application process. You can uncheck these boxes, or check additional boxes as you wish. When you make changes, be sure to click the "Save Changes" button at the bottom of the page. You can always revisit your choices by clicking the "Account & Settings" link at the top of LinkedIn pages.

"Your LinkedIn profile should describe your background and work accomplishments using specific, hard numbers, just like a resume," says Ben Eubanks, a human resources officer in Huntsville, Ala., and author of the blog [UpstartHR.com](http://UpstartHR.com).

## Anne-Marie McReynolds

Staff Photojournalist at Collective Roots  
San Francisco Bay Area



- [Contact Anne-Marie McReynolds](#)
- [Add Anne-Marie McReynolds to your network](#)

**Current** • **Staff Photojournalist at Collective Roots**

- Past**
- Multimedia Producer at KTLA-TV
  - Staff Photojournalist & Picture Editor at San Jose Mercury News
  - Member at San Jose Newspaper Guild/CWA Local 39098

1 more

**Education** • **Stanford University**

**Recommended** 5 people have recommended Anne Marie

**Connections** 199 connections

**Industry** Non-Profit Organization Management

- Websites**
- [@amcreynolds on Twitter](#)
  - [My Fling](#)
  - [My VisualCV](#)

Public profile powered by: **LinkedIn**

Create a public profile: [Sign In](#) or [Join Now](#)

### View Anne-Marie McReynolds's full profile:

- See who you and **Anne Marie McReynolds** know in common
- Get introduced to **Anne-Marie McReynolds**
- Contact **Anne-Marie McReynolds** directly

[View Full Profile](#)

### Name Search:

Search for people you know from over 45 million professionals already on LinkedIn.

First Name  Last Name   
(example: **Jeff Weiner**) [Search](#)

Ads by Google

### Freelance Photography

We Get You Leads. You Get Business! Weddings, Events, Parties and More.  
[www.ServiceMagic.com](#)

### Local Photographer Jobs

Find Freelance Photo Work Free, Easy, Using Social Networking  
[www.jnbvana.com](#)

### Global Experience

Northwestern University's Graduate Journalism's Global Residency  
[www.medil.northwestern.edu](#)

## Anne-Marie McReynolds's Summary

Photojournalist at Collective Roots investigating racial/ethnic health disparities in East Palo Alto—home to one of the most densely populated immigrant communities in the San Francisco Bay Area. Former staff photographer at the San Jose Mercury News for five years and later pursued citizen journalism as a syndicated blogger through Newstex.

### Anne-Marie McReynolds's Specialties:

Inbound Marketing Certified Professional by HubSpot, advanced certification in blogging, social media, lead conversion, lead nurturing, and closed loop analysis. HTML, CSS, PHP, MySQL Final Cut Pro Studio E (SoundTrack Pro, Compressor). Able to master new systems with ease.

## Anne-Marie McReynolds's Experience

### Staff Photojournalist

#### Collective Roots

(Non-Profit; Non-Profit Organization Management industry)

September 2009 — Present (11 months)

- Investigate racial/ethnic health disparities in East Palo Alto—home to one of the most densely populated immigrant communities in the San Francisco Bay Area.
- Employ crowd sourcing and other collaborative journalism methods into newsgathering process. Direct a reporting network of university-level Minority Public Health Fellows and high school-level Youth Health Advocates.
- Devise and implement strategies for disseminating public health information (in Spanish and English) to at-risk populations and policymakers.
- Create original content for various multimedia-rich educational Web sites developed by Collective Roots; distribute news to mainstream media outlets.

### Multimedia Producer

#### KTLA TV

(Broadcast Media industry)

March 2007 — May 2007 (3 months)


“Make the section above the fold stand out with a summary of your best work, and use that to entice readers to delve into the meaty part of your profile.”

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## LinkedIn success stories

### Kevin Nichols

Kevin L. Nichols was a career paralegal in San Francisco laid off at age 34 from a large law firm. By working the phone, he lined up several interviews for a new position, but couldn't find another paralegal job at the same salary level. So he decided to concentrate on LinkedIn to develop new contacts and reconnect with former colleagues.

Kevin L. Nichols 

West Coast Regional Sales Manager at iControlESI  
San Francisco Bay Area | Legal Services




**Current**

- West Coast Regional Sales Manager at iControlESI
- Columnist at The Globe Newspapers
- Moderator at Downtown San Francisco Networking Group

[see all...](#)

**Past**

- Sr. Litigation Paralegal & SF Office Diversity Chair at Holland & Knight LLP 
- Oakland Advisory Board Member at BUILD
- Education Editor at Culture Magazine

[see all...](#)

**Education**

- University of California, Berkeley
- St. Mary's College High School
- Choate Rosemary Hall

**Recommendations**

10 people have recommended Kevin L.

**Connections**

500+ connections

**Websites**

- [My Website](#)
- [My Company](#)

A LinkedIn contact introduced Nichols to the vice president of sales at IControlESI, a provider of software and other services for litigators. Shortly Nichols was hired as the company's West

Coast sales manager. Not only is he earning significantly more money, but his new position has flexible hours. “Having a complete profile is essential,” Nichols says. “Updating your status is vital because a closed mouth cannot get fed.”

### **Jeffrey Epstein**

Jeffrey Epstein was hired as chief financial officer at Oracle Corp. in 2008 after headhunters noticed his LinkedIn profile. After leaving his job at a video-game company, Oracle gave Epstein a starting salary of \$700,000 and a \$1.2 million signing bonus.

### **David Stevens**

When David T. Stevens lost his job at a radio station, one of the first things he did was change his status on LinkedIn to “I’m up for grabs, who wants me?” Someone in his network noticed, and referred him to the Mountain View, Calif., chamber of commerce. Within a week, he was hired as the chamber’s manager of programs and events.

LinkedIn is “by far the best way to manage my personal brand,” Stevens says. “When I Google my name, my LinkedIn profile is always the first thing that comes up.”

### **Decide how other members can find you**

In addition to helping you discover people and opportunities, LinkedIn allows you to decide how you want other LinkedIn users to contact you. You can elect to accept only “Introductions” or to accept Introductions and “InMail,” which allows you to receive business opportunity messages from other LinkedIn users. You decide whether to receive InMail. You can rate each message to ensure quality, and choose when to share your contact information.

Introductions let you contact users in your network via other people you know. If you want to contact a LinkedIn user with whom you’re not personally connected, you can request an introduction through one of your contacts. Your contact decides whether to forward your message to the desired recipient.

## David T. Stevens

Professional Event Planner, Music Enthusiast, and  
Linkedin approved trainer  
San Francisco Bay Area




- Current**
- Consultant at Pier 2 Marketing
  - Program & Events Manager at Chamber of Commerce Mountain View
  - Group X Instructor (24Cycle) at 24 Hour Fitness

[1 more...](#)

- Past**
- Marketing Solutions Provider at NextMedia Group
  - Production Manager at Kerner Optical
  - Field Marketing Manager at TPN

[4 more...](#)

**Recommended**  16 people have recommended David T.

**Connections**  454 connections

**Industry** Non-Profit Organization Management

- Websites**
- [Young Professionals Group](#)
  - [How LinkedIn worked for me](#)

It's possible to bypass your personal connections to reach LinkedIn users outside your network using the InMail feature, which allows you to exchange private messages with LinkedIn members you don't know personally. For example, let's imagine you want to send a private InMail message to Warren Buffett. First, you'll need to find him:

- In the Search box at the top of LinkedIn pages, select "Search People" from the drop-down box.
- Enter "Warren Buffett" in the search box, then click the "Search" button.

In the results, you'll see all LinkedIn members with the name Warren Buffett. In this case, the famous investor and philanthropist Warren Buffett appears at the top. If you move your cursor over the specific entry, the background changes to blue. Look to the far right of the entry, and you'll see the prompt "Send InMail," assuming the member has his or her contact settings open for incoming InMails.

Sending an InMail will cost you. The privilege is reserved for members who have upgraded to one of three premium membership levels: Business, Business Plus, and Pro. The Business account costs \$24.95 per month and allows you to send three InMails per month. Business Plus, costing \$49.95 per month, allows you to send 10 InMail messages. At the \$499.95 Pro level, you can send as many as 50 InMails per month. All three premium-membership levels include other benefits, including permission to search and view 300 to 700 profiles, and weekly lists of profiles matching your target criteria. Unused InMail credits may be rolled over to following months, up to a maximum determined by your membership level. To sign up for a premium account, click on the "Upgrade your account" link at the bottom of your profile page. You'll be redirected to a page that shows the three upgrade options and benefits.

You don't necessarily have to have a premium LinkedIn membership to exchange InMails; you can buy them separately for \$10 each. Click on the "Account & Settings" link at the top right of most LinkedIn pages, then click on the small "Purchase" link under the InMail area of the page.

InMails are a costly feature of LinkedIn, but the fees discourage spammers who might mass-mail messages that don't appeal to most members. LinkedIn members willingly pay the fees to send legitimate messages they know they will reach the intended recipient.

## **Build your network**

OK, you've saved your LinkedIn contact settings. Now it's time to begin building your network.

If you joined LinkedIn from an invitation, a message appears at the top of the "Build Your Network" page to let you know your account has been created. The person who invited you becomes

the first “connection” in your network. At this point, you can add the names and e-mail addresses of friends and colleagues you’d like to invite to join your network. If you’re not ready to decide, click “Skip this step.”

If you joined LinkedIn without an invitation, you’ll begin building your network from your new home page. First, you’ll be asked to check your e-mail for a confirmation message from LinkedIn. When you click on the “Confirm” button, you’ll be asked to sign in with your primary e-mail address and password.

Now you’re ready to complete your profile and invite friends and colleagues. Under the “Contacts” area, you’ll find the “Import Contacts” tab, which allows LinkedIn to import e-mail addresses of your contacts from Microsoft Outlook or Yahoo, GMail or other services. After your contacts are imported, you’ll see a list of contact names. Then you can choose which contacts to add to your LinkedIn personal network by clicking the checkbox next to the person’s name and e-mail address. LinkedIn can also help you search for colleagues and classmates if you provide their names and company or school affiliation.

You can add more contact names manually by entering their name into the search box on the upper right-hand corner of each LinkedIn page. Existing LinkedIn members will be highlighted by a small blue icon. The search results display the person’s title, employer, geographic location, and area of expertise, like this:

John Smith  
President and CEO, Tomorrow’s Leader, LLC  
Greater Atlanta Area | Professional Training & Coaching

When you click on someone’s name, you can view a portion of their LinkedIn profile. You then have the option of sending InMail, adding the person to your network, or forwarding the person’s profile to a connection.

With a basic membership, you can view the full profiles only of LinkedIn members within your network. If you upgrade to a premium membership, you automatically gain access to other profiles.

When viewing a person’s full profile, you’ll see a chart showing how you’re connected to that individual through a contact on



your own network. If you're interested in approaching a new individual, you can request an introduction through your mutual contact. Being introduced to a new contact through a current contact gives you a big advantage over other job seekers who haven't made a personal connection. Through LinkedIn, you've been formally introduced by a trusted colleague; otherwise you might be considered a "cold caller."

## **Using the Recommendations tool**

In addition to making new contacts via personal introduction, you can set yourself apart from competitors by using LinkedIn's "Recommendation" tool. On your profile page, click "Edit My Profile," then click "Get Recommended." From here, you can send e-mails to request recommendations from current and former colleagues on your network. You can e-mail as many as 200 contacts, and each will receive a personalized request from you. When you've been recommended by a colleague, a brief written endorsement will appear on your profile.

Recommendations are reciprocal. At times, you may be asked to recommend a colleague, or you might visit a colleague's profile page and submit your own endorsement. Recommendations are important on LinkedIn. Members with recommendations are three times as likely to get job inquiries through LinkedIn searches.

## **LinkedIn Answers**

Another way to differentiate yourself and build your credibility is by sharing your knowledge with other professionals using LinkedIn's "Answers" feature. The feature is similar to Yahoo! Answers, except the topics are more business-oriented, and the identities of those answering is displayed.

You can browse open questions or search for familiar topics. Each time a questioner chooses your answer as "best," you win a point. If you win a sufficient number of these points of expertise, you'll appear on a list of recognized experts.

LinkedIn Groups is a way to build new business relationships by joining professional and alumni groups. Some groups are specialized for a narrow industry, while others are broader.

The screenshot shows the LinkedIn Answers interface. At the top is the LinkedIn logo and navigation links: Home, What is LinkedIn?, Join Today, and Sign In. Below this is a blue header with the word "Answers" in white. Under the header is a navigation bar with links: Answers Home, Advanced Answers Search, My Q&A, Ask a Question, and Answer Questions. On the right side of the navigation bar is a link: Go back to Home Page | >. The main content area features a question by Monica D, a Tutor/Tes: Prep Coach at Dietz Tutoring Services. The question is "Can anyone recommend affordable individual insurance for small businesses?" and is location-specific to the Greater Detroit Area, posted 3 hours ago in the Compensation and Benefits category. Below the question are two buttons: Answer and Suggest Expert. Under the question, there are 3 answers. The first answer is by Donald K, President & CEO at Kall & Associates Contract Consulting. He responds: "No, but i can direct you to someone who can. Troy Daniels at Daniels Be company primarily works the Denver area, but he should be able to give you can't, in fact, help. Use web site below." and provides a link: http://www.danielsbenefits.com/.

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## Using LinkedIn's job board

One of the most valuable tools at LinkedIn is the job board, where members advertise openings at their companies. At the top of the LinkedIn home page, click the blue "Jobs" link to go to the jobs search page. Here you can perform a simple search by typing in a keyword such as "Engineer" or "Editor." By clicking the "Advanced Search" link, you can add criteria such as location, specific job title or function, and job-posting date.

The search results are displayed with the headings "Title," "Company," "Location," "Date," and "Posted By." The most recently posted jobs appear at the top. You can sort the list by clicking on the headings.

Unlike most job-search sites, LinkedIn publishes the name of the person who posted the job opening. Place your cursor over the person's name, and you'll see the options to "View profile" and "Invite to connect." Click on the specific job title to see a detailed description of the job and the name of the person who posted it. If

the job poster is in your network, you'll see the messages "Your connections know ..." and "See who connects you."

When you find a job of interest, click the "Apply Now" button. You'll be taken to a form for writing your cover letter and uploading your resume. Of course, you can re-use text from previous cover letters, but be sure to change the salutation, job title, and any other information specific to the new position. Proofread your cover letter and resume before sending.

The information you provide during the application process, along with your LinkedIn profile, is sent to the job poster. Click the "Request Referral" button to see whom in your network connects you to the job poster. Then you can request an introduction, enabling you to contact people through folks you already know. If you want to contact a user who is two or three "degrees" away from you, simply request an introduction through one of your connections. Your connection decides whether to forward your request to the recipient (if in your 2nd degree) or to a shared connection (if in your 3rd degree).

## **Leverage LinkedIn with other job boards**

Perhaps you're already acquainted with other online job boards, such as Monster.com, Yahoo! Hot Jobs, Craigslist, CareerBuilder and Simply Hired. Wouldn't it be nice to have an insider's view into these job sites as well? Fortunately, LinkedIn provides a tool for doing so: The "JobsInsider" automatically finds LinkedIn connections at companies that have posted jobs.

To download the JobsInsider tool, scroll to the bottom of any LinkedIn page. To the right of the gray "Tools" heading, you'll see a link to the "Browser Toolbar." Clicking this link brings up instructions and a "Download" button. Once installed, whenever you view a job posting on another Internet job board, JobsInsider automatically opens a browser window showing LinkedIn connections to the company offering the job. Instead of wondering whether your resume has been overlooked, you can find a direct path to the hiring manager.

## Contacting employers

OK, you've found the job you want, and you know who to contact. Now what?

Part of any job-search strategy is making sure your LinkedIn profile is complete and up-to-date. You want to pull out all the stops in lining up connections for the job you're after. It's time to finish your homework.

First, you will want to make sure you've filled any holes in your LinkedIn profile. As the saying goes, you don't get a second chance to make a first impression. Omitting important details from your profile will reflect negatively on you.

Make sure to include these items:

- Links to your personal Web site and blog, if you have them and they're appropriate.
- Professional groups you're involved in, personal interests, honors and awards you've received.
- A brief personal statement highlighting your most valuable skills and accomplishments.
- Special qualifications. For example, if you're multilingual, consider adding another profile in another language.

Focus on quality over quantity, results over tasks. For example, in a previous job perhaps you were responsible for dozens of additional small tasks. That's great, but don't bore a potential employer with items like "responsible for repairing the copy machine" just to pad your list of duties. Instead, focus on the most important functions of your job and how the actions you took produced concrete, positive results for your company.

For example, if you mention that you "wrote company's direct-mail marketing packages," it's OK. But it's much better if you can say, "produced company's first direct-mail package promotion, which resulted in a 14 percent response rate and increased product sales."

"Potential employers and recruiters want to know what you've done and how it can help them or their clients," says Dawn S. Bugni, a certified professional resume writer. "Their concern

isn't what you're seeking. It's focused on what you've done and how will it improve their organization. An 'all about them' approach is most effective."

### More LinkedIn tips:

- **Broaden your horizons.** Make sure your profile includes all the relevant terms for any positions in which you may be interested. For example, you may list yourself as an "editor" or "writer." But potential employers might call their opening "social media writer" or "publishing editor" or "VP of Customer Relations with writing experience." Will they be able to find you?
- **Don't reinvent the wheel.** Look for other LinkedIn members who have similar educational backgrounds, skills and experiences. Seeing how others position themselves may help you see your experiences in a fresh light and help you polish your own profile.
- **Leverage your contacts and your contacts' contacts.** If you haven't finished adding contacts to your network, you should go back to your profile page and send invitations to friends, colleagues, and former employers. Ask them to join your LinkedIn network. These folks are your greatest advocates; they will be able to provide you with valuable introductions and vouch for your achievements, capabilities, and work ethic. It's vital to have them involved in your job search. While your immediate contacts ("first degree" connections in LinkedIn parlance) are the core of your personal network, remember that they too can connect you with their friends and colleagues. These second- and third-degree connections extend your network and may prove critical to your job search.
- **Join a group or start your own.** In addition to searching for individuals, LinkedIn offers group sites for professionals, alumni organizations and others. By joining an online group, you're not only meeting new people and expanding your network, you're instantly connected to members who share your interests. When you join a group, you can participate in discussions, receive announcements, and post news or job list-

ings. If you can't find a particular group, LinkedIn encourages you to create one of your own.

## LinkedIn applications

LinkedIn offers several tools to help you be more effective. Click on the "Applications" link at the top of any LinkedIn page, and you'll find a list of tools to enrich your profile, share and collaborate with your network, and get the key insights.

Here are some examples of LinkedIn applications:

- **Amazon's Reading List.** This application allows you to set up a virtual bookshelf of book titles you're reading, planning to read, or have read previously. Likewise, you can see what other people in your network and industry are reading.
- **Huddle Workspaces.** Allows you to collaborate with any of your connections privately and securely. You can create a project and invite specific connections to brainstorm ideas, take part in virtual meetings, share confidential documents, and more.
- **Company Buzz.** Lets you be a virtual "fly on the wall." This application keeps track of messages and comments about your company and industry that others have posted to blogs, Twitter accounts, or Web sites.

## Do's and don'ts of social networking

Much like being in a social or professional situation offline, you have to mind your manners when networking with friends, colleagues and potential employers online. Following are some basic do's and don'ts to keep in mind as you begin your online job search.

- **Do present yourself in the best possible light.** If you have posted potentially embarrassing material online, clean it up. Delete it, or adjust the privacy settings of your online profile so that only personal friends can view it. As one social media expert advises: If your mother would not approve, your employer probably would not either.

- **Don't bash previous employers or colleagues.** You could end up alienating future employers who might wonder if you would do the same once you left their company.
- **Do keep your profile updated, just as you would a traditional printed resume.** Remember: If you are constantly adding fresh material to your news feeds, you will be uppermost in the minds of friends and associates when they are looking for a new employee or resource.
- **Don't ask an executive you're hoping will hire you to be your "friend" on Facebook.** And blindly e-mailing executives you have not connected with online or in person is not a good idea, either.
- **Be selective about accepting "friends."** Monitor the comments posted by others, and consider using the "block comments" feature or making your profile "private" so only designated friends may view it.
- **Do make sure your e-mail address is professional.** Save the bizarre or kitschy emails for personal use. (For example, John.Doe@yahoo.com is infinitely more professional than sweetcheeks@yahoo.com.) Keep in mind that some executives are prejudiced against America Online e-mail addresses, which they believe are outdated. It costs nothing to open an account at Gmail.com.
- **Don't overextend yourself.** Joining a social network is not a popularity contest to see how many friends or associates you can collect. It's about building meaningful relationships.
- **Do keep your job search a secret while you're still employed.** You should not advertise that you are looking for a new job unless your boss knows what's going on. You do not want him or her to hear the news through the grapevine.
- **Don't use slang, symbols or abbreviations in any e-mails you're sending to a potential employer.** This informal text style may be accepted among friends and family, but it's important to be more formal with a potential employer. Regardless of whether you have already met the person you are writing, you want your communications to be

polished and professional. Spell-check your correspondence without fail.

- **Do respond when people ask questions or make comments.** It's not only a matter of courtesy, it's important to let people know you are actively participating in the conversation.
- **Don't include a link to your personal Web site or blog on your resume unless it's relevant to the position or industry for which you are applying.** For example, if you were searching for a job in politics, and have a personal blog on campaign volunteering, include it. If you're applying for a job as a car salesman, don't advertise your blog on the joys of motherhood.
- **Do think before you post.** Whether it's a written post or a photograph you would like to share, make sure it's appropriate for your audience—friends, colleagues, and potential employers.

Above all, make sure your LinkedIn profile includes keywords that quickly sum up your profession, such as accountant, financial analyst, consultant. "Use the two or three essential words that best describe what you do, and who you are," says Andrea Santiago, a professional recruiter and author of the "Guide to Health Careers" at About.com. Santiago has this additional advice for LinkedIn, which she calls "The Three Rs":

- **Recommendations.** Try to get a supervisor to recommend you for each position, or at least your most recent job or two. Clients are also a great source for recommendations. Peers are good, but don't carry the same weight as an endorsement from a boss or customer.
- **Rankings/Results.** Use numbers and percentages to quantify your achievements in each role. Numbers and rankings are the most direct, succinct way to sell yourself and your abilities. If possible, describe how you affected your company's bottom line—in terms of revenue you brought in, money saved, etc.
- **Relevant and Relative Information.** Look at your profile from a stranger's point of view. For example, "Business



Development for ABC Company” isn’t specific enough. Was your role business-to-business sales, or business-to-consumer sales? What did you sell? How big of a company was ABC? How did your numbers compare with your goals? With the sales of your peers?

And by all means, have someone proofread your profile pages, preferably someone who’s done plenty of writing, editing, or proofreading. “It is amazing how many people have typos or misspellings in very prominent parts of their profiles,” Santiago says. “It sounds obvious, but based on the horrible errors I’ve seen, many people overlook this important point. For example, if you have “Directoe of Business Development” right under your name, it looks silly!”

## Use LinkedIn Groups to grow your network

LinkedIn “Groups” are a powerful tool for expanding the depth and breadth of your LinkedIn network, says career coach Andy Robinson. “Many Groups treat members similar to first-degree connections, allowing you to make direct contact with a group member without a referral or InMail,” Robinson says. “I recommend finding at least 10 groups to join and become active in.”

Here’s what Robinson recommends in a group:

- **Industry-specific groups.** Examples include retail industry groups, health care-oriented groups, travel industry groups. Whatever field you’re in, there will be at least a few appropriate groups.
- **Trade and professional organizations.** Scores of groups are active for trade and professional organizations. Join those relevant to you.
- **Employer alumni groups.** Many of the Fortune 100+ companies have alumni groups for their former employees. It’s a great way to reconnect with former colleagues.
- **College and university groups.** Most major colleges and universities have alumni groups on LinkedIn, yet another way to reconnect with old friends and colleagues.

- **Job/career-related groups.** Hundreds of groups exist in the job, career development, and career-management arenas. Anyone who's seeking employment can benefit here.
- **Social media groups.** Twitter, Facebook, and LinkedIn are represented, with forums for discussion of tips, techniques and helpful advice.
- **Peer-level executive groups.** Check for various chief executive, chief operating officer, chief information officer, and other specific groups. It's a great way to connect with peer-level professionals and share information.
- **Functional/technical specialty groups.** You should have no trouble finding groups relevant to your areas of functional or technical expertise, such as sales, marketing, accounting, IT, supply chain, etc.

OK, you've found some groups, now what? Follow these ideas for optimizing your network reach:

- **Use the "Jobs" feature of groups.** Search for jobs or post the job openings you know of. Groups are an excellent way of discovering and publicizing "niche" jobs, and should be used by anyone actively engaged in a job search.
- **Connect directly with group members.** Search for people who have common interests, common employers, and similar educational backgrounds. Groups are an excellent source for expanding your network of direct connections in LinkedIn.
- **Share great content.** In group forums, provide links to information as "News Items," such as news and blog posts you believe will interest group members.
- **Cross-post your blog posts.** And throw in your Facebook and Twitter updates also, to as many relevant groups as possible. This can greatly increase the exposure of the article and maximize the number of people who benefit from the advice and information.
- **Participate.** In a meaningful way, contribute to group forum discussions. Make insightful positive-minded com-

ments; add value to conversations. Give advice when asked; answer questions.

- **Start your own group.** Create your own community, and serve as the moderator of group activity. Moderating and group “ownership” gives you valuable exposure and strengthens your “brand.”



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# Tuning into Twitter

If you haven't found a job yet, it's because the right employer hasn't discovered you yet. Twitter, the world's hottest, fastest-growing, easiest-to-learn social network, is one of the best ways to get discovered.

Twitter can help you find the right people to network with, and it's loaded with current job opportunities. About 340,000 job openings are mentioned on Twitter each month, according to William Fischer of [TwitJobSearch.com](http://TwitJobSearch.com), a site that filters and indexes job listings from Twitter.

As we've discussed, with the millions of resumes floating around among employers, it's hard to get yourself noticed, even if you have spectacular abilities and experience. And that's where Twitter comes in. Call it whatever you want—buzz, word of mouth, viral networking—Twitter will provide it, if you put in the legwork.

Twitter.com is a free social-networking site where users post messages of up to 140 characters in length. These messages, called "tweets," appear instantly on the pages of the user's subscribers (known as "followers"), and on your profile page. Tweets can be sent and received through Twitter's Web site, by cell phones using SMS (Short Message Service), or external applications.

Think of it as a cocktail party. You talk to one person, and then move on to someone else. You can eavesdrop without being rude. You can use Twitter to stay in touch with a few friends, or to promote your business or yourself to the world. You can have a separate account for each purpose. Or you can choose not to directly participate in Twitter at all, but use it for business intelligence. In any case, you can use Twitter for what it essentially is: a

search engine for discovering what people are talking about right now.

An estimated 6 million people are using Twitter, the most popular site for “microblogging,” or communicating with short text messages. Whether your goal is to find a new job, or to connect with others in your field, the possibilities are truly limitless.

Many Twitter members use the site as a personal communications tool, others use it strictly for business, and some use it for both. How you use Twitter is up to you.

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## The benefits of Twitter

Twitter is a conversation tool. You can start Twitter conversations, you can add to them, or you can read conversations among other tweeters. It’s within these conversations that the value of Twitter emerges. Twitter can be exactly what you want it to be: a social tool, a business tool, a promotional tool, a research tool, or a combination of whichever tools you choose.

On the **personal** side with Twitter, you can:

- Stay abreast of current events.
- Keep up with family and friends.
- Meet new friends with similar interests.
- Share news about your life, work, or hobbies.
- Talk about books, movies, TV shows, music, art, or virtually anything else.
- Share opinions.
- Research topics, people, places, and things.
- Share links of interest.
- Follow people you find interesting, such as celebrities, politicians, and musicians.
- Automatically send your tweets to other social networking sites.

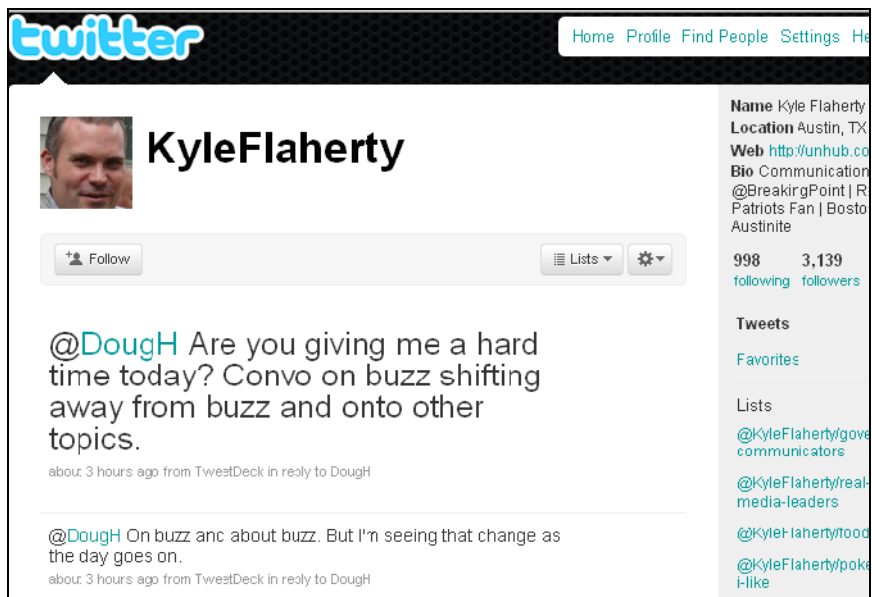
Along with the above, the **business** side of Twitter allows you to:

- Discover new job opportunities.

- Network with like-minded business professionals.
- Stay in touch with customers, clients or prospects.
- Gather opinions on your business or products.
- Forward traffic to other online destinations.
- Schedule events and meetings.

The Twitter platform gives each user the freedom and ability to derive exactly what they want. Some of the benefits are easier to achieve than others, but none is especially difficult. Add in the many available Twitter applications, and the service becomes even more flexible.

## Twitter success story: Kyle Flaherty



The screenshot shows the Twitter profile of Kyle Flaherty. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, and Help. The profile section features a profile picture of Kyle Flaherty, his name 'KyleFlaherty', and a 'Follow' button. To the right of the profile picture are buttons for 'Lists' and a settings gear. Below the profile picture is a tweet from @DougH: '@DougH Are you giving me a hard time today? Convo on buzz shifting away from buzz and onto other topics.' The tweet is timestamped 'about 3 hours ago from TwestDeck in reply to DougH'. Below this tweet is another tweet from @DougH: '@DougH On buzz and about buzz. But I'm seeing that change as the day goes on.' This tweet is also timestamped 'about 3 hours ago from TwestDeck in reply to DougH'. On the right side of the profile, there is a summary of Kyle Flaherty's bio: 'Name Kyle Flaherty', 'Location Austin, TX', 'Web http://unhub.com', 'Bio Communication @BreakingPoint | R Patriots Fan | Bostonite'. Below the bio are statistics: '998 following' and '3,139 followers'. Further down the right sidebar, there are sections for 'Tweets', 'Favorites', and 'Lists'. The 'Lists' section shows two lists: '@KyleFlaherty/govt communicators' and '@KyleFlaherty/real media-leaders'. The 'Tweets' section shows a tweet from @KyleFlaherty/poke I-like.

If you talk about your dream job on Twitter, your next employer might find you. Consider Kyle Flaherty of Boston, who quit his marketing job in 2008 when he decided to look for an in-house public relations job. He tweeted his decision, including a link to his blog ([unhub.com/kyleflaherty](http://unhub.com/kyleflaherty)), where he described exactly what he was as looking for. Within days, his message had been

retweeted to someone at BreakPoint Systems, who promptly hired him as director of marketing and communications.

Another Boston native, John Johansen, decided he wanted to leave the Northeast for a more affordable location. He searched Twitter for marketing professionals in Austin, Texas, Raleigh, N.C., and Portland, Ore. Whenever one of these folks tweeted something of interest, Johansen responded with a public comment—known on Twitter as an “@ message.” He developed a relationship with those Twitter people, who introduced him to the human resources director at Bulldog Solutions, an Austin marketing firm. He was flown in for an interview, and got the job.

## **Your Twitter identity**

Signing up for Twitter is easy. It’s even easy to begin using. But if you jump in too quickly, you might find yourself wishing you’d taken some time to plan.

Selecting the correct Twitter name is essential. Because Twitter is so simple, Twitter names are more important than on other social networks. Although it’s possible to change your Twitter name later, it’s better to get it right the first time. People will associate your name with your brand and image. Changing it later can confuse and alienate your followers.

Here are the ground rules:

- Length matters. Keep your name short and sweet. The longer the name, the more of the 140-character limit your name will consume with each tweet.
- Names can include letters, numbers, and underscores (although they’re hard for some people to type, and not recommended).
- You can’t use “twitter” in your name.
- Avoid numbers unless they’re part of your business identity.
- Names can include uppercase and lowercase letters, and can make a Twitter name more legible. For example, JohnBrown is easier to read than JOHNBROWN or johnbrown.
- Your Twitter username will also be used in your Twitter Web address.



So, what name is right for you? It depends partly on how you plan to use Twitter, and the identity you want to promote.

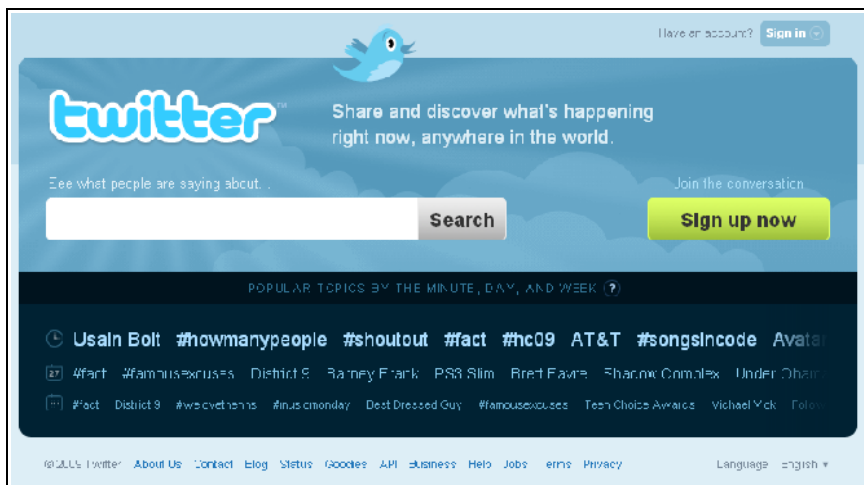
Checking to see if a name is available is easy. You can type it in on the sign-up page (<https://twitter.com/signup>) and see whether it is available.

## Registering at Twitter

Registering for Twitter is easy. The sign-up process is simple, and Twitter's "help" section can resolve most questions you might have. Here's how to get started:

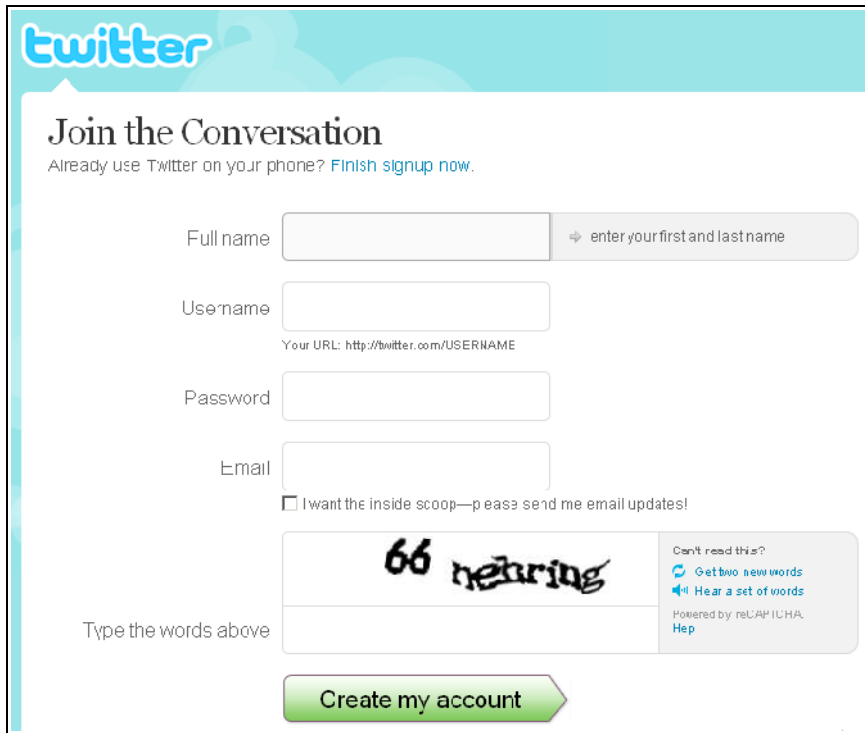
### 1. Go to [www.Twitter.com](http://www.Twitter.com)

Once the page loads, the following screen will appear:



### 2. Click the “Sign Up Now” button

This page will appear:



The screenshot shows the Twitter sign-up interface. At the top is the Twitter logo. Below it is the heading 'Join the Conversation' and a link for existing users. The form contains fields for 'Full name', 'Username', 'Password', and 'Email'. A checkbox for email updates is present. A CAPTCHA section shows the words '66' and 'nehring' with a text input field below. A 'Create my account' button is at the bottom.

twitter

## Join the Conversation

Already use Twitter on your phone? [Finish signup now.](#)

Full name  enter your first and last name

Username

Your URL: <http://twitter.com/USERNAME>

Password

Email

☐ I want the inside scoop—please send me email updates!

Type the words above

66 nehring

Can't read this?  
[Get two new words](#)  
[Hear a set of words](#)  
Powered by [reCAPTCHA](#) [Help](#)

Create my account

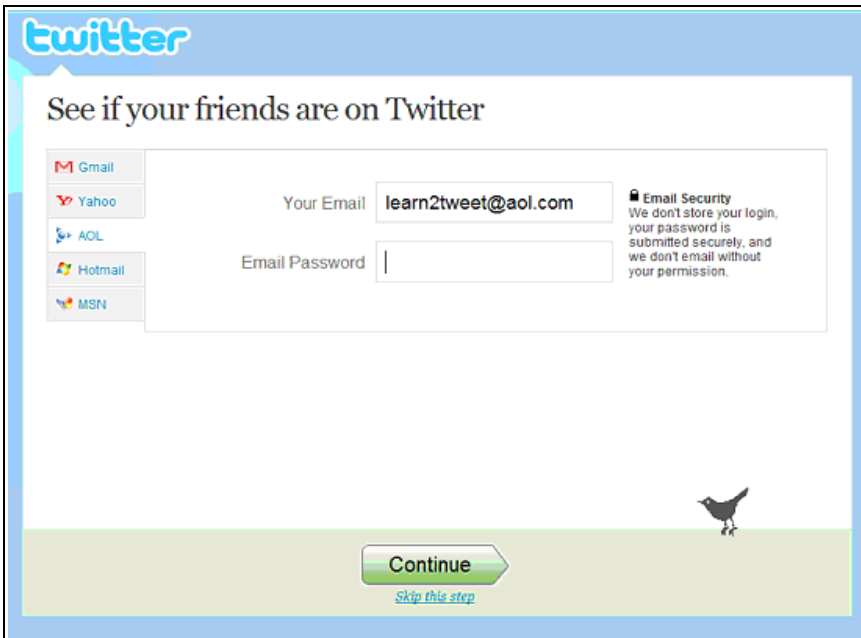
### 3. Fill in the requested information

- Enter your full name.
- Enter your username (the name you want to be known by on Twitter).
- As soon as you enter a username, the system will search and let you know if the name is available. If it is, move on to the next step. If it isn't, try a different username.
- Enter a password.
- Enter an e-mail address.
- Choose the e-mail address you want associated with this Twitter account.
- Click the box below your e-mail address if you want Twitter to e-mail announcements and alerts to you. Leave it unchecked if you don't.
- Enter in the Captcha Code, those odd-looking words meant to discourage spammers.

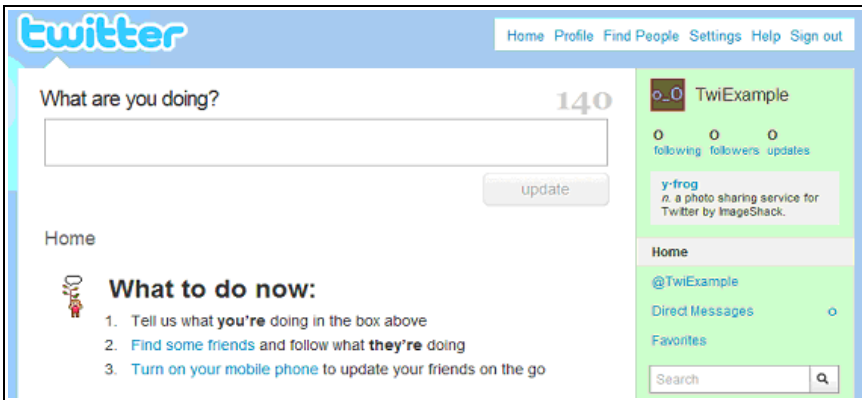
- Click “Create my Account.”

#### 4. Finding friends—or not

Now that you’ve registered, Twitter wants to help you find other people you know who also are on Twitter. You’ll see this page:

The screenshot shows the Twitter registration completion screen. At the top is the Twitter logo. Below it is the heading "See if your friends are on Twitter". On the left, there is a vertical list of email providers: Gmail, Yahoo, AOL, Hotmail, and MSN. In the center, there are two input fields: "Your Email" containing "learn2tweet@aol.com" and "Email Password" which is empty. To the right of these fields is an "Email Security" notice: "We don't store your login, your password is submitted securely, and we don't email without your permission." At the bottom, there is a large green "Continue" button with a right-pointing arrow, and a smaller blue link "Skip this step" below it. A small black bird icon is visible on the right side of the bottom green bar.

While this is a terrific feature, and one you’ll use later, you might want to click the “Skip this Step” link right below the green “Continue” button. That way, you’ll have time to refine your settings, design your profile, and add a picture before being flooded with tweets. After you click “Skip this Step,” the following page will appear. This is your home page on Twitter, albeit incomplete. There isn’t a picture, and the background is the Twitter default.



Along the top of your Twitter home page, you'll find a menu bar with the following links:

- Home
- Profile
- Find People
- Settings
- Help
- Sign Out

This menu is only available when you're signed in to Twitter. The "Home" and "Profile" links will take you to those respective pages. The "Find People" link will help you locate followers and friends. The "Settings" link is where all the basics for personalizing your Twitter account can be found. The "Help" link leads to an array of questions and answers regarding Twitter. And the "Sign Out" link will log you out of Twitter.

## Twitter settings

Now that you've registered, your next objective is to create an identity.

### 1. Settings

Click on the "Settings" link at the top of the page. The Settings menu offers you six choices:

- Account
- Password
- Devices
- Notices
- Picture
- Design

Clicking on “Settings” will automatically take you to the Account page:

The screenshot shows the Twitter 'Account' settings page for a user named Jane Doe. The page has a blue header with the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. Below the header, the user's profile picture (a small square with 'o..Q') and name 'Jane Doe' are displayed. A tabbed interface shows 'Account' as the selected tab, with other tabs for Password, Devices, Notices, Picture, and Design. The 'Account' section contains several form fields: 'Name' (filled with 'Jane Doe'), 'Username' (filled with 'TwiExample'), 'Email' (filled with 'learn2tweet@aol.com'), 'Time Zone' (set to '(GMT-05:00) Quito'), 'More Info URL' (empty), 'One Line Bio' (empty), 'Location' (empty), and 'Language' (set to 'English'). A 'Save' button is at the bottom. To the right, a green sidebar contains 'Account' information, 'Tips' for profile optimization, and a 'Protect my updates' checkbox which is currently unchecked.

**Account**

From here you can change your basic account info, fill in your profile data, and set whether you want to be private or public.

**Tips**

- Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.
- Change your Twitter user name anytime without affecting your existing updates, @replies, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your messages with your new user name.
- Protect your profile to keep your Twitter updates private. Approve who can follow you and keep your updates out of search results.

☐ Protect my updates

Only let people whom I approve follow my updates. If this is checked, you WILL NOT be on the [public timeline](#). Updates posted previously may still be publicly visible in some places.

**Save**

As you can see, the real name, the username, and the e-mail address are already filled in. Your job is to fill in the rest of the information on your account page:

- Scroll to select your time zone. Type in whichever URL you most want the public to see. This could be your Web site, blog, or even another social networking site.
- Type in a mini-bio about you, your background, and your job skills. You only have 160 characters, so be succinct. Instead of looking at the length as a limitation, see it as a great way to pique interest so visitors will click on your URL to learn more about you. If you're stuck, here are a few tips:
  - Write who you are and what you do.
  - Try to use the same tone you expect to use in your tweets. Meaning, if you plan to be funny (or serious) in your tweets, be funny (or serious) here.
  - If you're actively seeking employment, why not mention this in your bio?
- Scroll to select your language.
- Choose whether you want to “protect” your updates. Unless you want to restrict your tweets to people you already know, leave this unchecked.

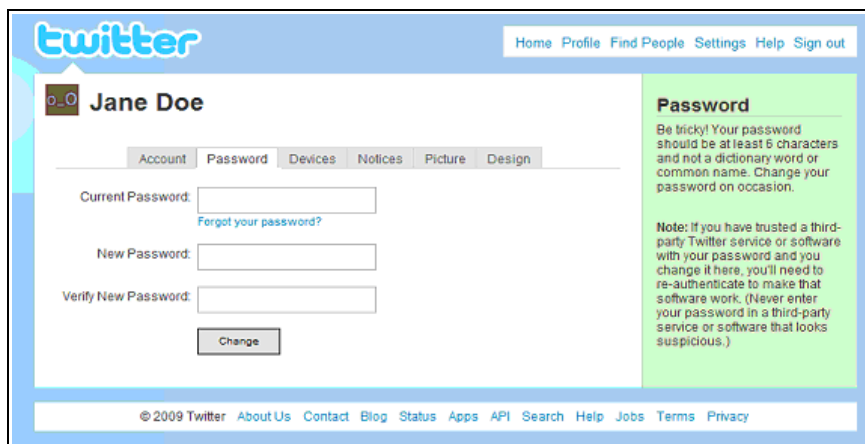
In most circumstances, you'll want to have your updates remain “public.” If new people can't read your updates, potential employers or colleagues will have no way of discovering you on Twitter.

When all of the information on this page is filled in, click on the “Save” link at the bottom of the page.

/After you're up and running on Twitter, you'll want to figure out a way to “brand” yourself, making your profile and bio distinctive, says Chris Russell, founder of JobRadio.FM, a career advice radio station. “Think of a headline for yourself, like 'Marketing Guru,' and create a branded background on Twitter that's creative and professional.”

## **2. Password**

Click on the “Password” link at the top of the Settings page. This page will appear:



The screenshot shows the Twitter website's settings page for a user named Jane Doe. The 'Password' tab is selected in the top navigation bar. The main content area contains three input fields: 'Current Password', 'New Password', and 'Verify New Password'. Below these fields is a 'Change' button. To the right of the input fields, there is a green sidebar with the title 'Password'. It contains a warning: 'Be tricky! Your password should be at least 6 characters and not a dictionary word or common name. Change your password on occasion.' Below this is a 'Note' about third-party services. At the bottom of the page, there is a footer with copyright information and various links.

twitter

Home Profile Find People Settings Help Sign out

Jane Doe

Account Password Devices Notices Picture Design

Current Password:

[Forgot your password?](#)

New Password:

Verify New Password:

Change

**Password**

Be tricky! Your password should be at least 6 characters and not a dictionary word or common name. Change your password on occasion.

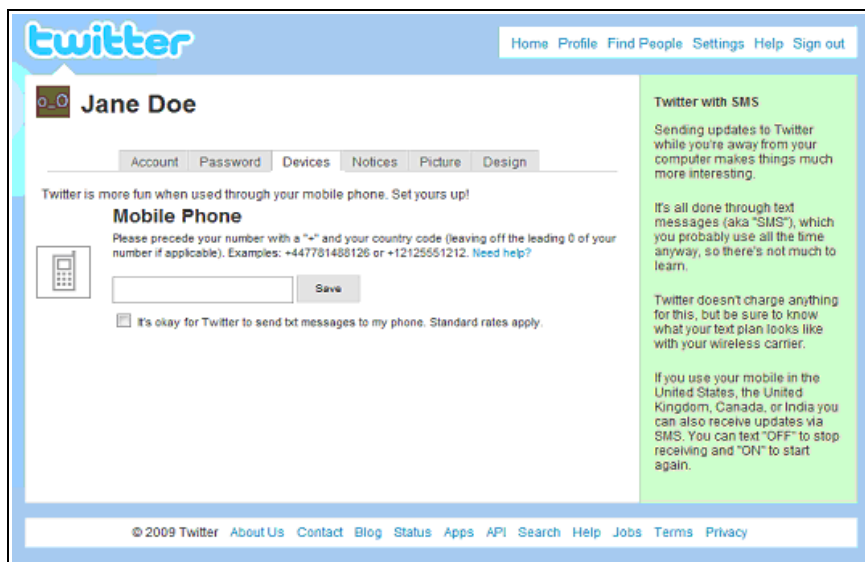
**Note:** If you have trusted a third-party Twitter service or software with your password and you change it here, you'll need to re-authenticate to make that software work. (Never enter your password in a third-party service or software that looks suspicious.)

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On the password page, you can change your password whenever you'd like. Just fill in the appropriate information and then click "Change."

### 3. Devices

Click on the "Devices" link at the top of the Settings page. You'll be greeted with this page:



The screenshot shows the Twitter website's settings page for a user named Jane Doe. The 'Devices' tab is selected in the top navigation bar. The main content area has a heading 'Twitter is more fun when used through your mobile phone. Set yours up!' followed by a 'Mobile Phone' section. It includes a text input field for a phone number and a 'Save' button. Below the input field is a checkbox labeled 'It's okay for Twitter to send txt messages to my phone. Standard rates apply.' To the right of the input fields, there is a green sidebar with the title 'Twitter with SMS'. It contains text about sending updates via SMS and a note about charging. At the bottom of the page, there is a footer with copyright information and various links.

twitter

Home Profile Find People Settings Help Sign out

Jane Doe

Account Password Devices Notices Picture Design

Twitter is more fun when used through your mobile phone. Set yours up!

**Mobile Phone**

Please precede your number with a "+" and your country code (leaving off the leading 0 of your number if applicable). Examples: +447781488126 or +12125551212. [Need help?](#)

Save

☐ It's okay for Twitter to send txt messages to my phone. Standard rates apply.

**Twitter with SMS**

Sending updates to Twitter while you're away from your computer makes things much more interesting.

It's all done through text messages (aka "SMS"), which you probably use all the time anyway, so there's not much to learn.

Twitter doesn't charge anything for this, but be sure to know what your text plan looks like with your wireless carrier.

If you use your mobile in the United States, the United Kingdom, Canada, or India you can also receive updates via SMS. You can text "OFF" to stop receiving and "ON" to start again.

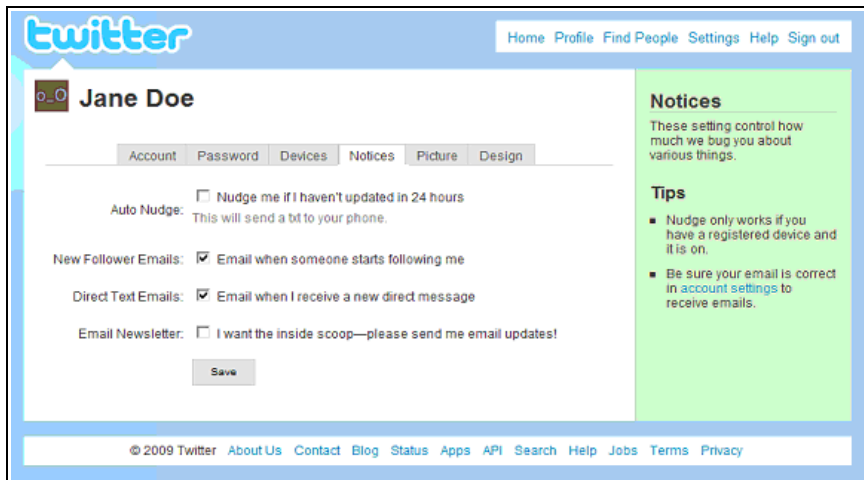
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Twitter can be used through your computer or a mobile device. If you'd like to use your phone for Twitter, enter the appropriate information on the devices page. You don't have to make this decision immediately, though. This page is always accessible, and you can add a mobile device at any time. If, however, you only want to use Twitter through your phone, then be sure to input your cell number.

You'll find additional information about using Twitter on a mobile device later in this book, so if you're unsure, leave this page blank for now.

## 4. Notices

Click on the "Notices" link at the top of the Settings page. The following page will appear:



Here you can control how often you receive notifications from Twitter. The choices:

- **Auto Nudge:** If you haven't posted an update in 24 hours, Twitter will send you a reminder. If you want this reminder, click the box. Otherwise, leave it empty.
- **New Follower E-mails:** Select if you want to be alerted when someone new begins following you. While you can



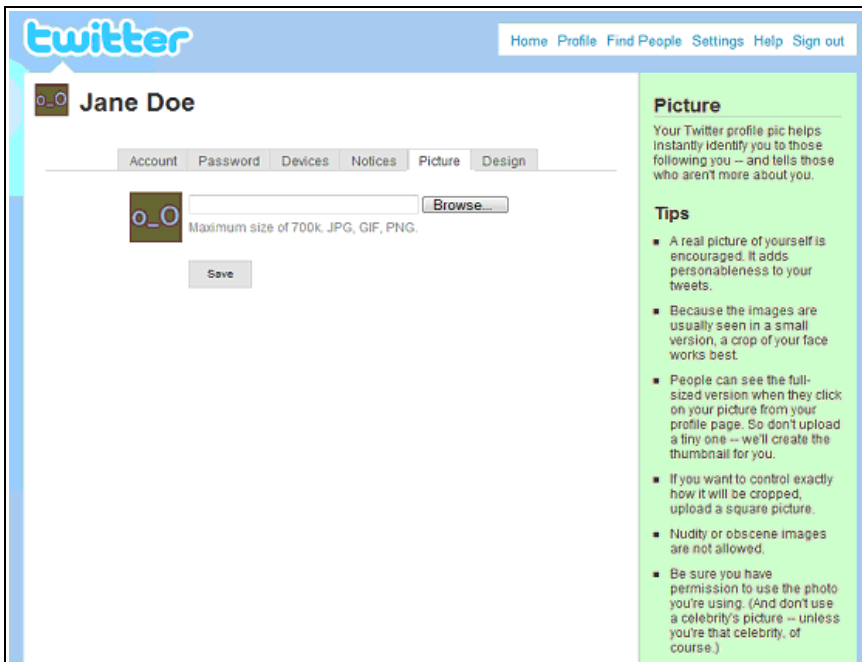
always see who's following you on Twitter.com, these e-mail alerts are a great way to stay updated.

- **Direct Text E-mails:** Select if you want to receive e-mail alerts when you receive a new direct message. Otherwise, you can view these messages directly through Twitter's Web site.
- **E-mail Newsletter:** Select if you want Twitter to e-mail its newsletter to you. These updates are useful for new users, and you can unsubscribe any time.

When you're finished, click the "Save" button at the bottom of the screen.

## 5. Picture

Click the "Picture" link at the top of the Settings page. Adding a main picture (also known as an avatar) to your Twitter account is important, as you are putting a face to your username. People connect with faces far more than with text, so don't skip this step. When the page loads, you'll see:



It looks simple, right? Deciding which picture to add might not be as easy. And while it might be tempting to forgo posting a picture, don't give into the temptation. Take a look at the default Twitter image above. It's ugly. Really, really ugly. This is not the photo you want representing you or your business.

So, what type of photo should you use?

- A photo of yourself—a head shot—is often best. People like to know who they're conversing with, and they like to have an image in their head of what that person looks like. This is true even for business tweeters.
- If you really don't want to use a photo of yourself, then choose a picture that reflects some aspect of your personality.

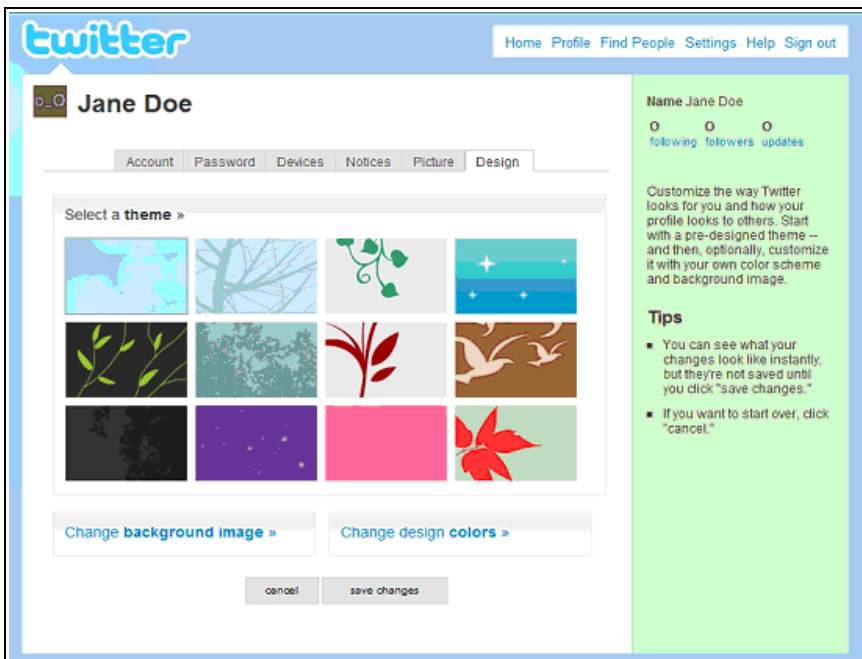
OK, let's assume you're using a head shot as your Twitter avatar. What types of pictures work best?

- A real picture of yourself is encouraged. It adds personality to your tweets.
- Because the images are usually seen in a small version, a close crop of your face works best—perhaps just enough to show your eyes and smile. If you want to control exactly how it will be cropped, upload a square picture.
- People can see a larger version of your avatar when they click on the image on your profile page. So don't upload a tiny thumbnail, or people who click on your picture won't see a clear image.
- Be sure you have permission to use the photo you're using. And don't use a photo of someone else—especially of a celebrity.

Once you've selected your avatar photo, adding it to your profile is a snap. Click on "Browse," find the file's location, select it, and click "Open." When Twitter is finished uploading the photo, you'll see it on the page. Click "Save."

The photo you use on Twitter and other sites may depend on what you have available that best matches your personality and the industry you work in. If you're in banking or real estate, a professional background and attire is a must. If you're a Web developer, you might want to be more casual and show off more of your personality. In any case, don't display photos that could hurt your career prospects. Party photos are out.

Some human resources experts believe that photos can lead to hiring discrimination. Many LinkedIn profiles have no photograph, but on Twitter, it seems that most members prefer chatting with someone who displays their face. But again, it's not absolutely necessary. "On Twitter, you may be able to get by without a professional portrait, but if possible, invest in the professional portrait, and use the same photo for both Twitter and LinkedIn," says Andrea Santiago, a professional recruiter. "That way, once you follow someone on Twitter, they'll recognize you on LinkedIn, and vice versa. It all helps in creating your online brand. Using the same photo across all social media helps your connections get to know you and build rapport more quickly."



## 6. Design

Click on the “Design” link at the top of the settings page. This page will appear:

Here you can select a “generic” background for your profile. (In the next section, we’ll explore customized backgrounds, but for now, one of Twitter’s cookie-cutter designs will work fine.)

First, decide which of these basic backgrounds appeals to you the most. You can tweak the design colors by clicking “Change Design Colors.” When you do, you’ll see this page:

The screenshot shows the Twitter Design settings page for a user named Jane Doe. The page has a blue header with the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. Below the header, the user's profile information is displayed: a profile picture of a person with glasses, the name "Jane Doe", and links for following, followers, and updates. The "Design" tab is selected, showing a grid of 12 theme options. Below the themes, there are two buttons: "Change background image" and "Change design colors". The "Change design colors" button is active, leading to a color selection interface. This interface includes a color wheel and a preview of the profile design. The color selection interface has the following fields:

background	text
#9AE4E8	#333333
links	sidebar
#0084B4	#DDFFCC
sidebar border	
#BDDCAD	

At the bottom of the color selection interface are "cancel" and "save changes" buttons. On the right side of the page, there is a "Tips" section with the following text:

Customize the way Twitter looks for you and how your profile looks to others. Start with a pre-designed theme — and then, optionally, customize it with your own color scheme and background image.

**Tips**

- You can see what your changes look like instantly, but they're not saved until you click "save changes."
- If you want to start over, click "cancel."

Here, you'll see five colored boxes that make up the background you selected:

- Background
- Text
- Links
- Sidebar
- Sidebar Border

Alongside these boxes is a color wheel, which allows you to customize the design. Click into whichever box you want to alter, and then move the circle within the color wheel until you find the desired hue. Repeat with the remaining boxes, and when you're happy with your new color scheme, click "Save Changes."

Your basic background is now complete. By clicking on the "Profile" link in the upper right-hand corner, you can see how everything came together—your personal information, photo, and the background. If you don't like how something looks, just repeat the steps until you're content with your profile.

---

## Take a deep breath and tweet!

You're ready. You've registered at Twitter, chosen and uploaded a photo, written your bio, set your background, and fine-tuned your profile. You're ready to tweet.

Remember, Twitter's primary function is networking. Unlike some other social-networking sites, you cannot be successful in Twitter if you jump in, then tweet only once a week. You don't need to spend an hour a day. But if you're going to build a network, you'll need to spend at least *some* time three or four times a week.

Later on, we'll learn about numerous Twitter add-ons you can use to save time and filter information. But for now, we must start at the beginning.

## Tweet first, follow later

Before you begin following anyone, you should send a few tweets just to warm up. When you begin to follow someone, they'll

receive a message alerting them. If you don't have any tweets for them to read, they might not find a reason to follow you back. Give them a reason to be interested.

Tweeting will give folks an idea of who you are and what type of value you're going to provide. Start with a minimum of six tweets to take up a decent-sized portion of the white Twitter screen. If you're unsure of what to tweet, here are some suggestions:

- Introduce yourself. Go for a conversational, witty tone.
- State you're new to Twitter and would love some advice. You can ask about a particular application, request recommendations on Twitterers who would be interesting to follow based on your business, interests and hobbies, or any other Twitter question you have. If you have a blog, you can post a link to it on Twitter, gaining extra attention and readers. Questions are good starting points in real-life conversation, and they work well within Twitter. So ask a few.

"You should definitely share your goals about finding new employment, so long as you don't mind any existing employer being made aware of your intentions," says Andy Beal, co-author of *Radically Transparent: Monitoring & Managing Reputations Online*. "By using your Twitter profile to help others, share valuable industry knowledge, and demonstrate your skills, you'll benefit in two ways. First, you'll establish yourself as an expert in your field. Second, you'll build a network of peers that may know of a job position that matches your skills."

### **Twitter etiquette**

With these first tweets, you're sharing a bit of who you are, and giving a taste of what's to come. Have fun with it. But as with any polite conversation, there are a few areas you'll want to avoid:

- Don't overload your Tweets with self-promotion. No more than 10 percent of your tweets should be self-serving. You don't want to come off as a spammer, especially now.

- Don't get bogged down in the minutiae of daily life. Your mother might care to know what you ate for breakfast, but nobody else will. Details are good; tedium is bad.
- Stay away from polarizing discussions of politics, sex, religion, or morality—unless they pertain to your work, and are what your audience expects. Otherwise, avoid touchy subjects so you don't risk alienating many potential new friends – or possible employers. Remember that everything you write is likely to be seen by the people you hope will someday be signing your paychecks.

When you're ready to send that first tweet, just type it in the text box on your Twitter home page and click "Update." You've just made your first tweet. Twitter is fun, even when used for business and marketing purposes, so don't think too hard about these early tweets. Really, all you're doing is creating some basic data for others to view, and hopefully, respond to.

OK, you've banged out a batch of tweets. Now what? Depending on what you twittered about, you might find conversations already beginning. You might even grab a couple of followers right away, which is great. But if you don't, there's nothing to worry about. Your next step is also the first step to gathering an audience, and that is becoming a follower yourself.

## Who to follow

The mechanics of following someone on Twitter are as simple as clicking the "Follow" button below their avatar. But who, exactly, should you follow? It depends on your reason for using Twitter. Among the possibilities:

- **You communicate with people you already know of:**
- **Your work peers.** This includes your boss, coworkers, and employees.
- **Past or current schoolmates.** Twitter is a great way to reconnect with your best friend from high school or your roommate from college.

- **Members of clubs and organizations to which you belong.** Are you a member of a local writing group? The Chamber of Commerce? Consider your organizations and whether there are folks you'd like to tweet with.
- **Clients, customers, and consumers.** You've already done business with these people. Here's another way to stay in touch.

**And then there's the people you want to know:**

- **Smart people.** This group of people is wide and varied, depending on your interests. These are the experts in your field who have interesting things to say and use Twitter as a forum.
- **People like you.** Maybe they work in your industry, maybe they share the same enthusiasm on a topic, or maybe they live in your area. Regardless, there is at least one common denominator between you, so chances are their Twitter connections would interest you.
- **Prospective employers.** These are the folks who might be interested in your services.

The great thing about all of these groups is they have already developed their own connections on Twitter. Join them, and you expand your network and the power of your voice.

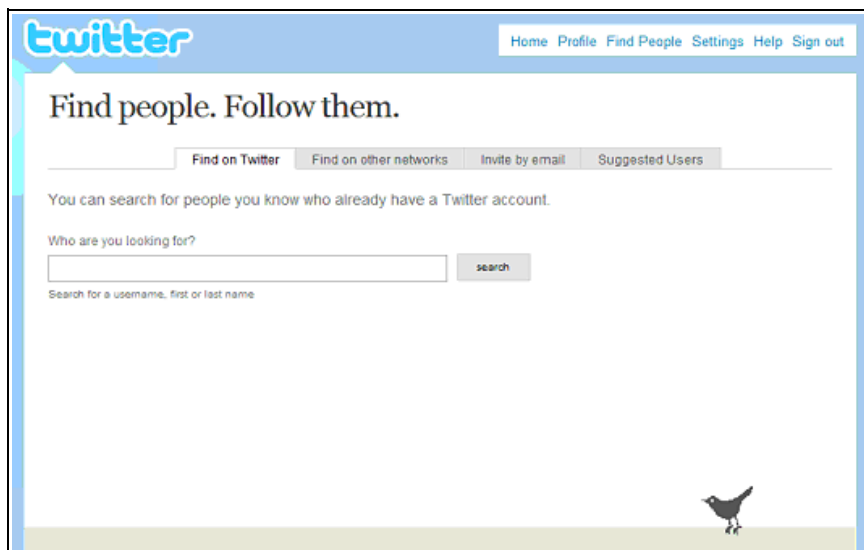
Now that you have an idea what type of people you want to follow on Twitter, how do you actually find them? Fortunately, Twitter has made this very easy.

## **Become a follower**

Twitter has several options for finding people you want to follow. Later, we'll explore third-party services you can use to broaden your search, view rankings, and see a person's rate of activity—even to auto-follow people based on keywords in their profiles or tweets. For now, we'll stick with the basics.

Log in to Twitter, and click the "Find People" link in the upper right-hand menu bar.





Once the page appears, you're presented with four ways of searching for people:

### **1) Find on Twitter**

The "Find on Twitter" page lets you search Twitter users by usernames and real names. Simply type in the username or the real name of the person you're hoping to find, then click "search." In the results, you'll see the matching profiles, along with their avatars and bios. The ones at the top will have the most followers, like this:

"Consider following anyone who works for an organization you're interested in—you never know when that contact will bear fruit," says Ben Eubanks, a human resources officer in Huntsville, Ala. "And if you're trying to network, offering something in return is the best way to differentiate yourself from others."

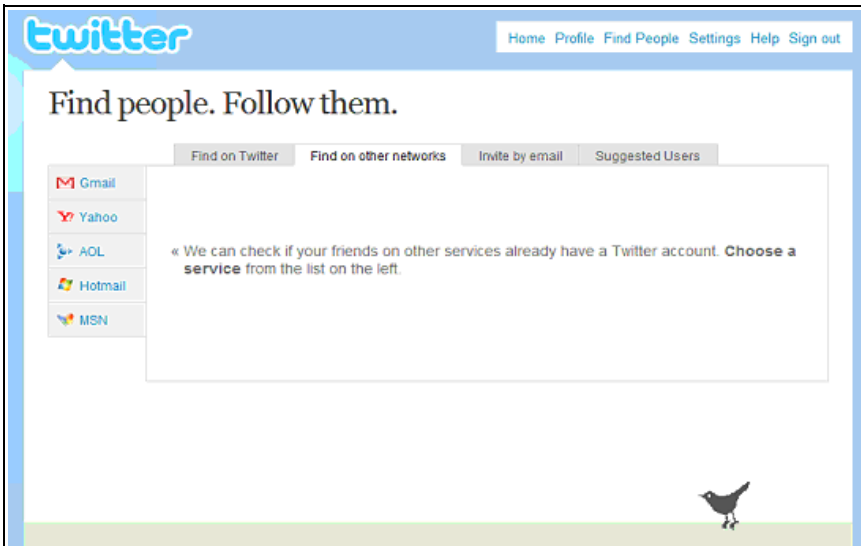
The screenshot shows the Twitter search interface. At the top, the Twitter logo is on the left, and navigation links (Home, Profile, Find People, Settings, Help, Sign out) are on the right. Below the header, the search results for 'Stephanie Jones' are displayed. A search bar contains the text 'Stephanie Jones' and a 'search' button. Below the search bar, a message says 'Search for a username, first or last name'. The results are listed in a table-like format with four entries. Each entry includes a profile picture, a username, a name, a bio, follower information, and a 'Follow' button.

Profile Picture	Username	Name	Bio	Follower Info	Action
	slolee	Stephanie Jones	Marketer and PR, diving into real relationships with real people.	642 followers · from Minneapolis - St. Paul · updated about 2 hours ago	Follow
	Jones_Stephanie	Stephanie Jones	Director of Public Relations for Chernoff Newman, one of SC's top advertising, marketing and public relations firms	195 followers · from Columbia, SC · updated 10:41 AM Jul 30th	Follow
	srcjones	Stephanie Jones	gadget geek, dog lover and trainer, certified small animal massage therapist, reader, photo snapping snarky left leaning wife of @ElwoodJBlues	116 followers · from USA · updated about 10 hours ago	Follow
	rarebeauty01	Stephanie Jones		107 followers · from Indianapolis, IN · updated 1:39 AM Jul 23rd	Follow

## 2) Find on other networks

The “Find on other networks” page allows you to search for Twitter users you already know, based on their e-mail address. This feature works only if you have Web-based e-mail such as GMail, Yahoo, AOL, Hotmail, or MSN. It’s a terrific way to see whether the people you know are already on Twitter.

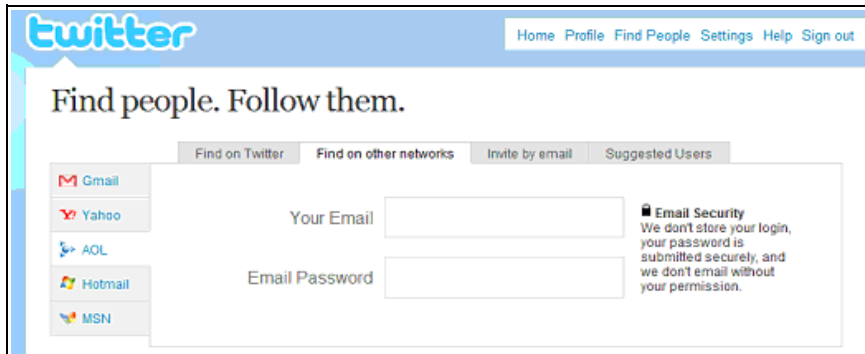
Just click the appropriate e-mail account, type in your e-mail address and your password, and then click “Continue.”



Then, you'll see a page displaying which of your contacts are on Twitter (or a message that none of your contacts could be found on Twitter.) From here, it's easy to scroll through each person and choose who you want to follow. If you want to follow everyone, simply check the "Select All" box. Click on the "Continue" button and in a few seconds; you'll be following everyone you selected.

### 3) Invite by e-mail

What if you want to invite people you already know, but who aren't on Twitter yet? Twitter has that taken care of that, too. This page allows you to type in as many e-mail addresses as you like, separated by commas. When you click the "Invite" button, all of the addresses you've typed in will receive an invitation to join you.



#### 4) Suggested users

The fourth option Twitter offers through its “Find People” tab is the Suggested Users page, compiling a selection of well-known and well-followed Twitterers. Scroll through the list, see if anyone interests you, select them, and when ready, just click “Follow.”

While that wraps up Twitter’s “find people” options, there is still one more search you can do through Twitter for people, places, subjects, and more. On the home page’s right column is a search box, highlighted with an icon of a magnifying glass.

Here, you can type in a subject, place, person, or thing and Twitter will search and pull out any tweets that contain your search criteria. This is a great way to find additional people to follow.



twitter

Home Profile Find People Settings Help Sign out

## Find people. Follow them.

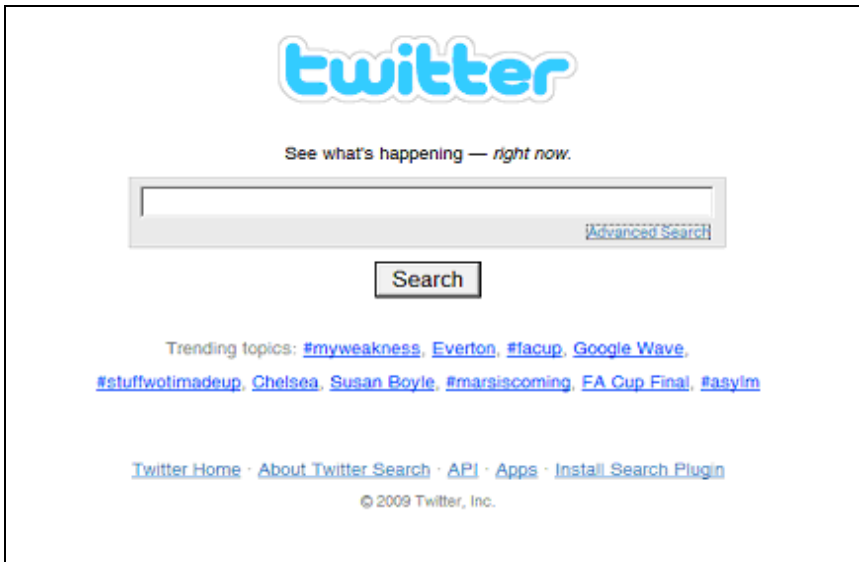
Find on Twitter Find on other networks Invite by email Suggested Users

Maybe you've heard of these Twitter users? Select the people you'd like to start following.

<input type="checkbox"/> Select All		
<input type="checkbox"/>	 <b>Dell Outlet</b>	Refurbished Dell™ computers, electronics. Question/comment? Contact Stefanie Nelson at @StefanieAtDell. More Dell Twitter accounts at <a href="http://www.Dell.com/Twitter">www.Dell.com/Twitter</a>
<input type="checkbox"/>	 <b>JetBlue Airways</b>	Have a question? Follow us and let us help! - Currently on duty: Morgan, Gigi, Lindsey, and Laurie
<input type="checkbox"/>	 <b>Guardian Tech</b>	News and comment from the Guardian's technology team
<input type="checkbox"/>	 <b>Jason Goldman</b>	Flipped my wig at age 22 and it never grew back. Also: I work at Twitter

Follow

Another way to access Twitter's search is to click the "Search" link found on the bottom margin of both pages. This page will appear:



You can take this one step further and refine your search by clicking on the “Advanced Search” link directly below the search box. The Advanced Search form is fairly self-explanatory. You can find tweets that have certain words in them, by who sent them, by who they were sent to, by date, by location, if they contained links, and more. This form will sort through all tweets and pull out the information you’re looking for, but with more focused results than the basic search. This is also a great tool for research. Want to know more about an event? Look it up and see what people are saying about it.

While Twitter’s options will give you plenty of avenues to find people to follow, many third-party applications can be of great use.

## Advanced Search

Use this form to automatically construct your query. (Alternatively, you can type [search operators](#) search box.)

**Find tweets based on...**

Search

<b>Words</b>	All of these words	<input type="text"/>
	This exact phrase	<input type="text"/>
	Any of these words	<input type="text"/>
	None of these words	<input type="text"/>
	This hashtag	<input type="text"/>
	Written in	<input type="text" value="Any Language"/> (persistent)
<b>People</b>	From this person	<input type="text"/>
	To this person	<input type="text"/>
	Referencing this person	<input type="text"/>
<b>Places</b>	Near this place	<input type="text"/>
	Within this distance	<input type="text" value="15"/> <input type="radio"/> miles <input type="radio"/> kilometers
<b>Dates</b>	Since this date	<input type="text"/>
	Until this date	<input type="text"/>
<b>Attitudes</b>	With positive attitude :) <input type="checkbox"/>	
	With negative attitude :( <input type="checkbox"/>	
	Asking a question ? <input type="checkbox"/>	
<b>Other</b>	Containing links <input type="checkbox"/>	
	Results per page	<input type="text" value="15"/> (persistent)

Search

## Expand your search with third-party applications

An array of free, useful services can help you navigate Twitter. Here's the cream of the crop:

- **JobDeck.** [www.tweetdeck.com/jobdeck/](http://www.tweetdeck.com/jobdeck/)



Jobdeck is a special version of **Tweetdeck**, a free program enabling users to send and receive tweets and view profiles. You can view a stream of tweets from any individual user and constantly search for names or other keywords. It makes it much easier to keep track of things on Twitter.



Jobdeck makes it easier to find job listings on Twitter, and you can also use it to reach your contacts spanning Twitter, LinkedIn and Facebook.

Jobdeck scans Twitter for tweets mentioning job openings. It also features tweets from human resources professionals and lets you save your favorite searches. Employers can submit job listings and pay for premium placement.

You can also link your Twitter and LinkedIn accounts, which allows your Twitter ID to appear on your LinkedIn profile. To add your Twitter account on LinkedIn, visit “Edit My Profile” and click “Add Twitter account” next to the Twitter field. After verifying your Twitter account name and password, you’ll be asked how you’d like to share your tweets on LinkedIn. After your accounts are linked, you can change this setting at any time by clicking “Edit” next to your Twitter account name. For more, see this tutorial: [learn.linkedin.com/twitter](http://learn.linkedin.com/twitter).

### **TwitterCounter** ([www.twittercounter.com](http://www.twittercounter.com))

TwitterCounter computes a Twitter user’s worldwide rank based on their number of followers. It lists the top 1,000 Twitterers, but each individual user can always look up their own rank. It’s a great place to search out people you’ll want to follow .

### **Twellow** ([www.twellow.com](http://www.twellow.com))

Twellow is sort of the Yellow Pages for Twitter. Basically, it categorizes Twitter users by their professions. If you’re interested in networking with journalists, as an example, just double-click on that category and a list of people is displayed. The only thing to keep in mind is that Twellow only shows those who have registered with the service, so the results do not include every person in Twitter.

That being said, the application is growing in popularity, and thousands of folks are already using Twellow. More than 7,000 Twitter users are categorized in sports, along with more than 35,000 authors and writers.

### **Twibs** ([www.twibs.com](http://www.twibs.com))

Twibs offers an impressive directory of businesses on Twitter. It features a special section showcasing prominent businesses, and you can search for a specific company alphabetically.

If these four don't serve your needs, plenty of other Twitter directories and ranking applications are available. Just do a search on "Twitter Directories."

One more application important to mention here is Twollow ([www.twollow.com](http://www.twollow.com)). Twollow is hot because it enables you to:

- Automatically follow people based on your keywords.
- Quickly build a follower base.
- Discover other Twitterers with similar interests.
- Track what people are saying about your business.

Twowollow even has a nifty free demo on its Web site. A free trial is available, then it costs \$5.99 a month to use five keywords.

### **TwitterHolic** ([www.twitterholic.com](http://www.twitterholic.com))

TwitterHolic is similar to TwitterCounter, but does not provide as much functionality. However, the follower counts are fairly accurate, and you can search for yourself or any other Twitter user to see how they measure up.

## **User-generated directories**

In addition to third-party applications, there are also niche directories. Here are a few:

- **A Directory of Book Trade People by Jennifer Tribe** ([www.highspotinc.com/blog/2008/12/a-directory-of-book-trade-people-on-twitter](http://www.highspotinc.com/blog/2008/12/a-directory-of-book-trade-people-on-twitter))

This directory includes publishers, authors, literary agents, libraries, and virtually everyone else involved with books. If you're in the book trade business, all you have to do to be added to the list is send Jennifer a message—@jennifertribe, not a direct message.

- **Find and Follow Top Business Execs on Twitter** ([www.exectweets.com](http://www.exectweets.com))

ExecTweets has a massive directory of business executives who are using Twitter. You can search all executives or by industry (Government & Education, Health Care, Media/Advertising/PR,

Retail, Technology, etc.). It also has a featured and a most popular listing. You can even request that an executive be added.

- **WeFollow: Twitter Directory and Search ([www.wefollow.com](http://www.wefollow.com))**

WeFollow is a directory of Twitter users organized by interests. Find Twitter celebrities, actors, TV personalities, or new Twitter friends in your area.

More niche directories are showing up every day. Just search under “Twitter Niche Directories,” or try searching for a specific niche.

Now you have people to follow. Next you’ll start building your followers.

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## Tweak your background

There’s nothing wrong with using one of Twitter’s standard backgrounds to get started. But by customizing your background, you can create a unique Twitter identity. And if you’re using the site as a business tool, a customized background will help you get a lot more mileage from Twitter.

- **Personal and professional branding:** A customized background helps you develop and enhance your brand. Your Twitter background is prime real estate—don’t let it go to waste.
- **Additional contact information:** If you have a blog, a Web site, or a Facebook page, you can add those and other links to a customized background. (The link won’t be clickable; you’ll only be able to show the link text.)
- **Forge an identity:** By creating a personalized background, you’re helping potential followers get to know you. Whoever you are, whatever you do, you can use your creativity to spotlight yourself professionally.
- **Compel potential followers:** Your profile is the first stop your potential followers will make before clicking on the “follow” button. Don’t give them a reason to pass you by.

If you're still wondering why this is so important, take a look at some of the creative, unique, and inspiring backgrounds Twitterers are using.

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## **Build your following**

Now that you've plunged into Twitter, it's time to build on your success. For business tweeters, the rationale for building a following is simple: Strength in numbers. You don't know exactly who is going to be of help to you, or even who is willing to help. The larger your pool of followers, the greater chance you'll achieve the results you want.

Follow these 14 steps to gaining a massive following:

### **1. Follow highly followed Twitterers**

Search out opinion leaders with large numbers of followers. Not just anyone, but those who fall within your sphere of interest. The benefits to following someone who already has a massive following are many:

- Many use an auto-follow feature. You can be assured of being accepted into the fold. When you follow them, they'll follow you.
- Once you're following a heavyweight, watch and learn. See how they use Twitter—how often they tweet, and the kinds of tweets they write. Watching successful tweeters will provide inspiration for creating your own success.
- When potential followers look at your profile, they'll see you're following some folks with crazy-high rankings. Success breeds success.

### **2. Tweet the high-rankers**

Send these folks a tweet. Even if they miss the message or don't reply, dropping their name can help your credibility. It can tempt a few folks to check your profile and follow you. While you're tweeting, say something worthwhile; you don't want to look like a spammer.

### **3. Join conversations**

Each day you should be searching for and jumping into the conversations that interest you. Look at the right-hand sidebar on the Twitter home page. There, you'll see a listing of that day's popular conversations. Scan the tweets from the high-ranking Twitterers you follow. Join in the conversations, and you'll gain wider exposure.

### **4. Tweet consistently**

Even if your long-range plan isn't to tweet every day, you should tweet several days per week, especially while you're growing your follower bank. You want your tweets to be interesting, funny, and engaging so people will keep coming back.

### **5. Tweet what you know**

What this really means is that you want to establish yourself as an expert in your industry or area of interest. Your tweets will be found by people who share your interest—just the folks you want as followers. You can establish yourself as an expert in a couple of ways:

- Create original tweets based on the subject in which you're trying to establish yourself.
- Search for the best tweets on that subject. Then reply to those tweets, or retweet them. This can get you noticed and build your following.

### **6. Use pictures and other media**

Tweet a great one-liner with a link to a picture related to the one-liner. These can be humorous, serious, opinionated, whatever. The point is to engage your audience and get them to not only click on the link to view the picture or video, but to then respond with their thoughts.

### **7. Link, link, and link**

Link to more than just pictures and video. If you read an interesting article, tweet a link to it. You can do this with anything

you can find on the Internet, so keep your eyes open for things that grab your interest, are relevant, and are worthwhile.

## **8. Advertise your Twitter identity**

Expand your reach by advertising your Twitter account on your Web site, blog, and other social networking sites. Give all of your audience the ability to easily find and follow you on Twitter.

## **9. Submit to Twitter directories**

Take the time to submit your Twitter account to various Twitter directories and services. You'll not only get a link to your Twitter account, but you'll then be in places other Twitterers use to find folks to follow. Here are a few directories to get you started:

- Wefollow ([www.wefollow.com](http://www.wefollow.com))
- TwitterHolic ([www.twitterholic.com](http://www.twitterholic.com))
- Twibs ([www.twibs.com](http://www.twibs.com))
- Twellow ([www.twellow.com](http://www.twellow.com))
- Just Tweet It ([www.justtweetit.com](http://www.justtweetit.com))

## **10. Let people know you're job-hunting**

If you're not currently employed, let people know you're looking. Ask people on Twitter to help you get noticed. They can retweet some of your tweets, for example. If you're posting a particularly awesome tweet today, add "Please retweet!" to the end. (Don't do this too often, or it will get tiresome.)

Add a Twitter button or widget to your Web site, blog, Facebook or MySpace page. See [www.twitter.com/goodies/widgets](http://www.twitter.com/goodies/widgets).

Search for popular blogs in your niche, and write a guest post, including your Twitter name.

## **Understanding Twitter's secret codes**

Every club has its own lingo. Here's a quick guide to what you need to know for Twitter:

- **Reply (@):** To direct a conversation toward a specific user, or to continue an existing conversation with a specific user, you start your tweet with "@username." The Web-based

interface, as well as nearly every Twitter application, has a reply icon you can click to automatically add the prefix. Without the prefix, you're broadcasting, which doesn't work all that well if you're trying to continue a conversation with a specific Twitterer.

- **Direct Message (DM).** The letters "DM" refer to a "direct message." Basically, a DM is a private message that only the sender and recipient can see. To send a direct message to another user, you'll use the prefix "d" followed by the receiver's username. If a subject isn't meant for public consumption, or if you and the other person have sent several replies back and forth, moving to direct messages make sense.
- **Retweet (RT):** A retweet is simply repeating a tweet already sent. You can retweet anyone you like, or even yourself (sparingly, please). When retweeting, it's good form to leave the original tweeter's username and exact words intact. The great thing about retweeting is it allows you and others to share knowledge, and creates more exposure for both the original tweeter and the person retweeting. You can retweet a message simply by copying and pasting it, adding "RT @username." Many Twitter tools have a "retweet" button, making it quicker and easier.
- **Hashtag (#):** Hashtags allow any user to create a categorization of tweets that then can be found in a Twitter search. To create a hashtag, the prefix "#" is used before the keyword term. Then anyone can contribute their own tweets using the same hashtag. The most popular hashtags among people looking for employment are #jobsearch, #hiring, #tweetmy-jobs, #resume, #jobs, and #jobhunt. Depending on your field, you may have a more specific hashtag. For example, if you're an engineer, you might use the hashtag #engineering-jobs, which will return a list of the most recent tweets regarding job openings for engineers. For more about hashtags: [www.twitter.pbworks.com/Hashtags](http://www.twitter.pbworks.com/Hashtags).
- **Tiny URL** ([www.tiny.cc](http://www.tiny.cc)): When including links in your tweets, you might find yourself becoming frustrated with Twitter's 140-character limit. After all, some URLs are ridiculously long, and could easily take up most of your message.

The solution: Shorten your URLs. Simply copy the link you want to shorten, go to Tiny URL, and paste the link into the text box. Then click “Tiny it!” and you’ll receive a new, shortened URL that will take up far less space in your tweet. There are plenty of URL shorteners out there, and most of the third-party Twitter tools have one-click URL shortening.



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# Facebook your way to a job

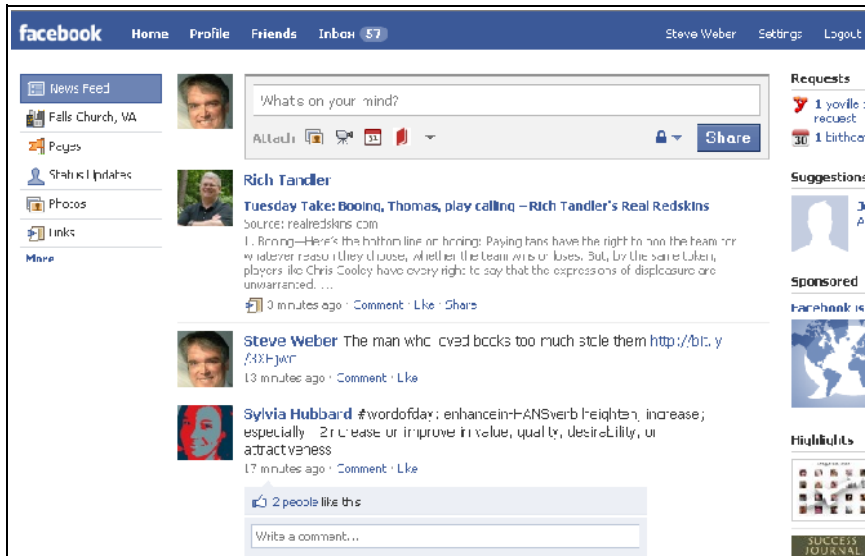
In just a few years, Facebook has gone from a dorm room project to one of the most popular sites on the Web. The site attracts more than 200 million unique visitors each month. Facebook and other social networking sites have become so popular because they help us make and keep connections. While Facebook is not the primary social site used by recruiters and employers, it's often consulted when employers are checking the background of a prospective employee. So it pays to have a professional-looking profile on Facebook, and the connections you form on the site can have career and personal benefits.

It helps that Facebook is easy and fun to use. Signing up takes just a minute or so. Once you have signed up, you can easily search for friends or join an online community. You can also use Facebook to promote yourself or connect with potential employers and colleagues.

Many people assume that Facebook is composed mainly of youngsters, but the fastest-growing segment is members over 30.

What are these millions of Facebook members doing? Currently, the most common activities on Facebook are:

- **Connecting with friends and colleagues.** Facebook helps you track down people with whom you have lost touch. You can search for specific individuals or browse through the profiles of people in your networks (more on networks later). Once you have connected, you can find other people you may know by searching that person's list of friends.



- **Communicating with other Facebook users.** Facebook provides an easy way to communicate with people you know (or people you have just met) without having to track down e-mail addresses or phone numbers.
- **Joining groups.** Groups are basically Web pages devoted to a shared interest. For example, you might decide to join a group devoted to consulting or marketing. Groups also form to promote causes, such as Alzheimer's research. Depending on the group's settings, members can upload photos, receive messages, or check on news.
- **Planning events.** Facebook provides a convenient way to inform people about events, such as conferences or public meetings. People can easily RSVP and then receive reminders as the date for the event draws closer.
- **Using third-party applications.** Software developers have created literally thousands of applications that are available through Facebook. You can use third-party applications to play games, build your family tree, or take a personality test.

## Promoting yourself on Facebook

Here are some of the possibilities on Facebook, in no particular order. After you have had a chance to experiment a little with Facebook, you will probably come up with your own brilliant ideas on how to use it to promote your business. These are the general ideas, and we'll get into specifics later:

- **Create a personal profile.** You don't need to create a personal profile to advertise on Facebook, but if you don't you won't have a real understanding of what Facebook is all about. You can't make the most of Facebook as a promotional tool if you don't understand how people use it.
- **Join a group.** Groups are meeting places for people who share common interests. If you sell supplies for making jewelry, you could join one of the many groups devoted to jewelry-making. Every group has a discussion board. You can eavesdrop on these discussions to find out what jewelry makers think about different products and what they're looking for. You can also join the discussion and let people know, in a low-key way, what you offer. Don't make your contribution to the discussion sound like an ad. People join groups to share information and opinions, not to be bombarded with ads.
- **Start your own group.** If you can't find a group that is really relevant to your business or profession, start your own group. Recruit your friends, customers or coworkers to become members.
- **Sponsor an event.** Sponsoring an event can be a worthwhile promotional activity, even if you don't use the Events feature on Facebook to publicize it. Small businesses sponsor all sorts of events: fund-raisers for nonprofit organizations, instructional workshops for customers, open houses. Events like these get your name in front of the public and attract people to your business. By using the Events feature on Facebook, you can announce your event to a wider audience and keep a record of who plans to attend.
- **Create a Facebook page.** A page is like a free Web site. It doesn't give you the flexibility of a Web site in terms of

appearance, but it is an effective way to create a presence on the Web at no cost. You can use your page to tell people about your business, announce upcoming events, and provide basic information about your location and hours of operation.

- **Stay connected.** If you have a Web site, you know that the best way to keep people coming back is to give them something new to see. The same is true for Facebook. If you have a Facebook page, post on your wall frequently. Use the events section of your page to let people know what you have coming up. Send updates to your fans whenever you have something interesting to announce. If you belong to a group, contribute to the discussion board frequently, and pay attention to what other people are saying. If you have a personal profile, keep connected with your friends. That's what Facebook is really all about.

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## Getting started with Facebook

Facebook offers some unique and exciting ways to connect with colleagues and potential employers. But before you can do that, you will probably want to create an account.

Joining Facebook is fast and easy. All you need is a valid e-mail address. Begin by going to Facebook.com. Fill in the information in these boxes:

- **Full Name:** Use your real full name. Do not use a phony name or alias. Facebook has controls in place to protect your privacy.
- **Your E-mail:** Enter the address where you would like to receive e-mail. If you want to join a school or work network automatically, enter your school or work address.
- **Password:** Choose a password that is easy to remember but not obvious.
- **Select Sex:** Choose male or female.
- **Birthday:** Enter your birth date. You can hide this information if you want.

Facebook will send an e-mail confirming your registration. Open the message and click on the confirmation link, and you'll be taken to Facebook's "Getting Started" page.

Facebook's Getting Started page has three steps:

- **Find Friends.** This step checks your e-mail or instant-messaging address book to see if any of your contacts are on Facebook. You can skip this step if you like.

- **Profile Information.** This step asks for some basic information such as high school and college names, class years, and company name. You may skip this step if you like.

- **Join a Network.** If you are a student and you would like to join your school's network, enter the name of the school and your class year. You can skip this step if you like.

## View and edit your profile

Once you've completed the information on the Getting Started page, you'll be given the option to view and edit your profile. This is your chance to tell the world as much (or as little) about yourself as you choose. Here are some of the kinds of information you might decide to let people see:

- Contact information
- Education and work history
- Sex
- Birthday
- Hometown
- Activities and interests
- Favorite TV shows, books, music and movies

If you're using Facebook mainly to promote yourself and your career, you should give careful thought to what kinds of information you want to include in your profile. For example, there is no reason to alienate potential employers or colleagues by publicizing that you belong to any certain political or religious group, especially if these affiliations have no bearing on your field of expertise. If you decide later to remove some information from your profile, just click Edit Information and delete whatever you like.

## Add a profile picture

Facebook is all about faces. Your profile picture becomes an essential part of your online identity. People see your profile picture when they search for you, and your friends see it when they click on your profile. Many people choose a candid shot rather than a posed photo for their profile picture, probably because candid shots are usually more interesting. They give people a better sense of who you are.

Facebook accepts most common types of digital photos. To add a profile picture, click on the silhouette on the top left of your profile page. You can change your profile picture at any time by clicking on it and following the directions.

## Security checks

Until you have been using Facebook for a while, and Facebook is convinced you are a real person and not a software robot, you will continue to run into security checks from time to time. You will be shown a window with two words (or two groups of letters and numbers) and asked to type what you see.

When Facebook shows you this window, it tells you how to avoid these checks in the future. The process is simple. First you enter your cell phone number. Then Facebook sends you a code in a text message, and you use the code to verify your identity. Even if you don't want to go through this process, your account will be verified eventually without your having to do anything, as long as you use the site in a normal, acceptable way.

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## Facebook's home page

It's easy to find your way around Facebook, but the terminology can be a little confusing at first. Let's take a tour.

### The blue menu bar

The blue menu bar appears at the top of every Facebook page. You can click on any of these options:

- **Home.** Wherever you wander in Facebook, click on home to return to your home page.

- **Profile.** This option takes you to the profile you created when you joined Facebook. You can edit anything on your profile and add or remove information.
- **Friends.** This option shows you all of your current Facebook friends and allows you to search for new friends.
- **Settings.** Click on “Account.” You can change the settings for your account, your privacy protection, and the applications you use.
- **Logout.** Click here to log out of your account.

### In the middle: Stream

The middle of the home page displays whatever you choose in the left column. The default display is News Feed. When you first go to your home page, you will see the latest posts from your friends.

At the top of this part of this part of the home page, there is a box with the question. “What’s on your mind?” Type anything you would like all your friends to see and click “Share.” You can also use this box to share photos, videos, or Internet links. Whatever you post in this box shows up both in your profile and on your friends’ home pages.

### On the Right: Highlights

The right column of the home page contains miscellaneous information and advertisements. At the top of the column (or in some cases, down at the bottom), you might see requests and invitations from friends or reminders of upcoming birthdays and other events. Also in this column you will probably see suggestions from Facebook about people you might want to add as friends. These people are typically friends of your existing friends or members of networks to which you belong.

Last, you will probably see ads in this section of your home page. You might also see an invitation to become a “fan” of a business that has a Facebook page.

## On the bottom: navigation tools and help

At the bottom of the screen you'll see tools to help you find your way around Facebook. On the bottom right you will find the all-important Help function. Facebook does a good job of keeping its help files up to date. If you don't know how to do something on Facebook or you're just plain stuck, you know where to look.

Now that you know your way around the home page, you can start putting Facebook to work.

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## Making and keeping Facebook connections

Facebook uses the word "friends" in a loose sense. Your Facebook friends can be coworkers, relatives, or anyone else you'd like to stay in touch with. Searching for friends is simple. Hover your mouse over "Friends" in the blue menu at the left of any Facebook page and choose "Find Friends." You will be given these options:

- **Find people you e-mail.** Enter your e-mail address and password and Facebook will search your e-mail account for possible friends. Facebook does not store your password or contact anyone without your permission.
- **Suggestions.** Facebook suggests people you might want to add as friends. These people are usually friends of your current friends on Facebook.
- **Find people you IM.** You can import your buddy list from AOL Instant Messenger or your list of Windows Live Contacts.
- **Find classmates.** When you first signed up with Facebook, you probably provided information about your high school and college and your class years. You can browse through a list of your classmates to see if you still recognize anyone.
- **Search by company.** This option allows you to search for coworkers or for employees of another company.
- **Search for people.** You can also just enter the name or e-mail address of someone you would like to find and ask Facebook to look for the person.



Once you've found a potential friend, you can send a friend request to that person. Both parties must agree before the friendship can become active.

### **Communicating privately**

You have a few ways of communicating with friends on Facebook. If you'd like your communications to be private, click on the "Messages" icon on the blue menu bar at the top of any Facebook page. This feature works much like standard e-mail except that you can't forward messages or add attachments. You can, however, include a link to any Web site.

You can send a message to anyone on Facebook, even if the person is not your friend. Likewise, anyone on Facebook can send you a message. When you send someone a message, a notification appears in the person's e-mail inbox. A notification also appears next to "Inbox" on the blue menu at the top of the person's home page on Facebook.

You can also initiate the message feature when you are viewing a friend's profile. Just click "Send a Message" under the profile's picture.

### **Going public: Writing on a friend's wall**

If you would like the world to see your message, you can write on a friend's wall. The wall is the center of a person's Facebook profile.

Your wall appears in the center of your profile page. You can use your wall to post anything about yourself that you'd like your friends to see. Your friends can write on your wall, and you can write on theirs. To write on a friend's wall, just type something in the "Write something..." box at the top of the wall and click "Share."

"Following and interacting with industry leaders and potential employers is a great way to build a positive reputation in your chosen industry or profession," says Dawn S. Bugni, a professional resume writer and author of the blog Write-Solution.com. "Networking and building recognition doesn't happen overnight. It takes effort. Conversations, blog comments, and more conversations go a long way in relationship building. And, it's best to give before you start taking. Natural conversations lead to helping indi-

viduals in your network and offer opportunities for them to help you.”

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## Building your profile

When you first set up your Facebook account, you entered some basic information about yourself—your birth date, sex, and regional network. You might also have added information about your education and employment. You might even have filled in the blanks for things like religion, political affiliation, activities, interests, and favorite things. All this information becomes part of your Facebook profile, the public face that you present to the world. If you want to use Facebook for business as well as personal reasons, you need to give some careful thought to the image you project. Here are a few suggestions:

- **Keep it real.** Drop the slogans and anything else that sounds like it belongs in a TV commercial. Facebook users are turned off by hype and phoniness. Give people real information about yourself and your work.
- **Keep it current.** Yes, it takes some time to keep your information up to date, but news is the lifeblood of Facebook and any social networking site. People keep coming back to profiles that have new and relevant information.
- **Keep it interesting.** Share information that will appeal to other people. Do you love kayaking or bird watching or bowling? Those interests might not have anything to do with what you are trying to promote, but they create a picture of you. They give people a sense of who you are and what makes you interesting.

On a more basic level, think about who will be viewing your profile. In your daily life, you present yourself differently to your friends, family, and coworkers. Which of those images of yourself do you want to create on Facebook?

Fortunately, Facebook makes this decision a little easier by allowing you to show different types of information to different people. The next section explains how to go about doing that.

## Deciding who sees what

Facebook allows you to customize who has access to specific types of information about you. Here's how:

- Choose "Privacy Settings" under the "Account" item on the blue menu bar.
- Choose "Profile."
- Choose who will have access to specific types of information.

Facebook currently lists 10 types of information that you can control (for example, personal info, education info, work info). For each type of information, you can decide if you will allow it to be seen by:

- Everyone.
- My networks and friends.
- Friends of friends.
- Only friends.
- Customized lists.

The last option allows you to choose which networks will be given access to specific types of information. You can also keep specific individuals from seeing specific types of information.

The privacy settings also allow you to control who has access to your contact information, such as your phone number and e-mail address.

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## Sharing photos

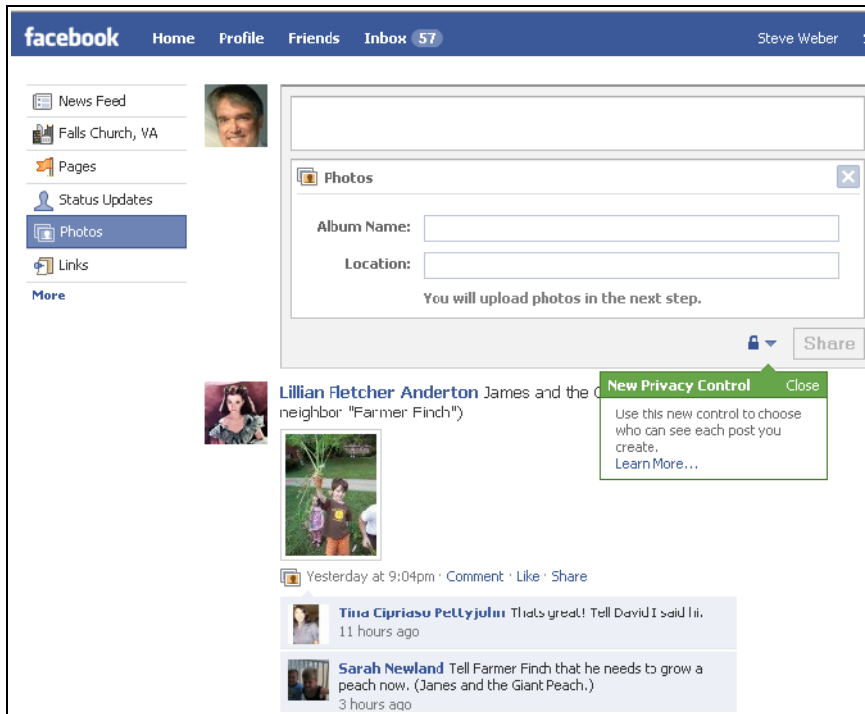
Facebook is the largest photo sharing site on the Web. It is probably not the best; others offer more features. What sets it apart is the power it gives you to associate photos with particular friends or particular events in your life.

## Uploading photos

Facebook makes it easy to organize your photos by allowing you to create separate albums for particular events or groups of

friends. For example, you might decide to create an album for photos of your most recent business conference or school reunion. An album can include up to 200 photos. If you have more than that, just start a new album.

To upload photos, click on Photos on the left side of your personal profile. Then click on Create an Album.



Fill in the following information:

- **Album Name.** The name you would like to give to the album, for example, Graduation Photos. This field is required.
- **Location.** Where the photos were taken. This field is optional.
- **Who can see this?** The default here is Everyone. You can restrict who sees your album by choosing: My Networks and Friends, Friends of Friends, Only Friends, or Customize.

If you choose Customize, you can limit access to particular networks or exclude certain people from seeing your album.

When you have completed this information, click Share. The first time you create an album, you will be shown a window asking you whether you trust the “applet” (the program) that Facebook uses to upload your photos. Click Trust.

You’ll see a directory of all the folders on your hard drive. Navigate to the folders where you have stored your photos. Select the photos you want to use and click Upload. You now have a photo album!

### **Editing and tagging photos**

Once you have created your album, you will see a window with all of the photos in the album and these tabs across the top:

- **Edit photos.** You can use this to add captions, tag certain people in the photos, choose a cover for the album, and move a photo into a different album.
- **Add more.** Choose this to return to the upload function to add more photos to the album.
- **Organize.** This option allows you to change the order in which your photos are displayed.
- **Edit Info.** You can use this to change the album name and other information you entered when you created the album.
- **Delete.** Clicking on this tab will delete the entire album.

When you click Edit Photos, you will see each of your photos displayed with a box to the left. Use this box to add a caption. Underneath each photo, you will see three options:

- This is the album cover.
- Delete this photo.
- Move this photo to:

The album cover is the image that will be associated with your album. By default, the first photo in your album becomes the cover, unless you choose a different one.

When you click on a person in a photo, you will see a list of your friends. Click on the name that matches the person or type in a different name. This is called “tagging” a person. When the photo is displayed, the name of the person will be shown under the caption with the title, “In this photo.” When someone runs a mouse over the face you have tagged, the name of the person will appear.

When you have finished editing your photos, click Save Changes.

### **Viewing photos of yourself**

If you’d like to see all the photos in which you have been tagged, click View Photos of Me under your profile picture. If you don’t see “View Photos of Me,” that means no one has tagged you in their photos.

If you don’t want to be tagged in a photo, you can remove the tag that identifies you. If you don’t want the photo to appear at all, you will have to contact the friend who is displaying it and ask to have it removed.

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## **Joining and starting a group**

Facebook Groups are online communities of Facebook users who share a common interest. For those seeking employment, there are several groups that share useful information about job openings. For example:

### **Job Vacancies & Announcements**

[facebook.com/group.php?gid=2459435748](https://facebook.com/group.php?gid=2459435748)

### **Career Center**

[facebook.com/group.php?gid=24197119280](https://facebook.com/group.php?gid=24197119280)

You can search Facebook groups by keywords to find a jobs group for your geographic area or field of expertise:

### **Denver Job Board**

[facebook.com/group.php?gid=49655468634](https://facebook.com/group.php?gid=49655468634)

## **Airline Pilots Jobs**

[facebook.com/group.php?gid=12304812983](https://facebook.com/group.php?gid=12304812983)

Groups are basically meeting places where people who have a common interest can hold discussions and share news, photos, videos, and links. When you join a group, the other members do not have access to your profile. Your normal privacy restrictions apply.

A couple of words of caution. First, if you contribute to a group discussion, your contribution should actually have some relation to the shared interests of the group. For example, don't start talking about your Web design services on the discussion board of a group devoted to the Pittsburgh Steelers. The administrator of the group may delete your post, and other members of the group will probably be angry about your irrelevant comments.

Even if your contribution to a discussion is relevant, you don't want it to sound too much like an advertisement. With a little creativity, you should be able to write something that sounds more like an announcement or a comment than a commercial.

## **Joining a group**

The first step in joining a group is choosing one from among the thousands available. Begin by choosing Groups from the left column on your Home page screen.

The Groups page will show you some of the groups to which your friends belong. You can choose one of those groups or you can use the search feature to search for a different group. Just type in a few keywords and see what turns up. Explore a few of the groups your search turns up to see which ones might be worth joining. You can check out most groups without joining them just by clicking on the name of the group. In particular, check out the discussions to see if they are worth reading. The group's home page will tell you if it is open to new members (almost all groups are). If you like what you see and the group is open, just click "Join This Group."

On the group's home page, you will find:

- Basic information about the group.

- A list of members (only a few will be shown, but you can see all of them if you want to).
- A discussion board.
- A wall much like your own wall on Facebook.
- Photos.
- Links.

You can use the links function to add a link to another group or to a Facebook page. (More about pages in the next chapter). You can use Facebook pages to promote yourself or your business.

Keep in mind that the group's administrator can delete a link for any reason.

## Creating a group

If you're not impressed with any of the groups on Facebook, or you just want to add your own personal touch, you can create a group yourself.

Begin by choosing "Groups" from the Applications menu at the bottom left of any Facebook page. Then choose "Create a New Group." You will need to provide some basic information about your group including:

**Name.** Think of something catchy (or at least descriptive).

**Type.** For example, employment, marketing, local interest.

**Contact information.**

**Group picture.**

When you start a group, you automatically become its administrator. You can then appoint other administrators if you like. Administrators have control over the group's content and membership.

When you establish a group, you can invite your Facebook friends to join it. If you decide to make membership open to anyone on Facebook (most groups are), then other people can join if they're interested.

If you decide that running your group is more trouble than it is worth, you can just delete it. On the other hand, you might



decide that groups offer a fairly easy way of building a community of people who share common interests.

### **Facebook pages**

A Facebook “page” is a public profile of an organization. Pages have “fans” rather than “friends.” Some other important differences between pages and personal profiles: Pages are strictly for “professional” rather than personal use.

So if you want to use Facebook for promotional purposes without paying for ads, you have two alternatives: groups or pages.

As discussed previously, groups are an effective way to create a community of people who have shared interests. Groups focus on discussion rather than promotion. They make it easy for members to share ideas and opinions. Pages are more like Web sites. They give you much more control over how you present your organization. Take a look, for example, at the Facebook fan page for the Museum of Modern Art in New York:

[facebook.com/MuseumofModernArt](https://facebook.com/MuseumofModernArt)

This page has more close to 200,000 fans, and it’s easy to see why. The wall section of the page contains brief descriptions and photos of current exhibits and activities, along with comments from visitors. You can also find information about the museum’s hours and coming events. You can view selected photos of the museum taken by fans and watch videos from YouTube. The message of this page is clear: The museum is an exciting, vibrant place where something new is happening all the time.



The screenshot shows the Facebook interface for the MoMA (The Museum of Modern Art) page. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox (56)', and user options 'Steve Weber' and 'Settings'. The page header features a large cover photo of the MoMA building, the page name 'MoMA The Museum of Modern Art', and a 'Become a Fan' button. Below the header are tabs for 'Wall', 'Info', 'Extended Info', 'Twitter', 'YouTube', and 'Boxes'. The main content area displays two posts. The first post, titled 'MoMA | Fall at MoMA: Plan Accordingly', includes a source link and a timestamp. The second post, titled 'MoMA The Museum of Modern Art', mentions an exhibition and includes a link to screening times. Both posts show engagement metrics like 'likes' and 'comments'.

**facebook** Home Profile Friends Inbox (56) Steve Weber Settings

**MoMA The Museum of Modern Art** Become a Fan

Wall Info Extended Info Twitter YouTube Boxes >>

**MoMA The Museum of Modern Art** Just Fans

**MoMA The Museum of Modern Art** Check out Christoph Niemann's illustration "Fall at MoMA." Can you identify 38 artworks from our collection? <http://tr.im/yZHN>

Source: tr.im  
MoMA | Fall at MoMA: Plan Accordingly

September 18 at 11:13am · Share

321 people like this.

View all 33 comments

**MoMA The Museum of Modern Art** From September 18-24, MoMA presents Byington's film "Harmony and Me" - <http://tr.im/yZKN>. Screening times here: <http://tr.im/yZHN> Time Out New York calls the film "a finely tuned comedy, complete with precisely scripted jokes ...[Read More](#)"

September 17 at 4:46pm

363 people like this.

View all 17 comments

**Luis Felipe Garcia** Y donces cosas  
September 18 at 10:02pm · Report

**Information**

Location:  
11 West 53 Street  
New York, NY, 10019

Phone:  
(212) 708 9100

Mon:  
10:30 am - 5:30 pm

Wed - Thurs:  
10:30 am - 5:30 pm

Fri:

Pages typically exist to create a favorable impression of an organization. Groups, on the other hand, are more like discussion forums. Their focus is more on the views of members than the message you would like to communicate.

## Who can create a page?

Here is another important difference between groups and pages: Anyone can start a group, but only the official representative of an organization can create a page. This goes along with Facebook's desire to make pages professional rather than personal. A page speaks for an organization itself, not for its customers or admirers. When you try to create a page, Facebook may ask for some proof that you are in fact the official representative of your organization. If you are not, Facebook suggests that you start a group rather than a page.

Once you have created your page, you can designate other people to help maintain it. Like a Web site, a page will attract more repeat visitors if you keep the content fresh and up to date.

## Finding pages and becoming a fan

Facebook does not give you the option to browse for pages directly from the home page of your personal profile. You need to visit page management at [www.facebook.com/pages](http://www.facebook.com/pages).

Here you will find five options:

- My Pages
- Friends' Pages
- Browse All Pages
- Browse by Type
- Search for Pages

If you're interested in viewing pages about a particular topic, choose "Search for Pages." You will be shown a list of relevant pages with two options for each:

- View Page
- Become a Fan

If you just want to check out a page, choose "View Page." Then if you like what you see, click "Become a Fan" just to the right of the page title. Once you become a fan of a page, the title of the page will appear under "Pages" on the Info page of your profile.

To stop being a fan of a page, go to the page and click "Remove me from Fans" on the lower left portion of the screen.

When you become a fan of a page, the page administrator cannot see your profile. This is another way in which pages are different from personal profiles. Page administrators also cannot send individual messages, but they can send announcements to your Inbox that will appear under "Updates."

If a company you want to work for has a Facebook fan page, sign up for it because it can aid your job search. First, you'll find other "fans" with the same interests and job skills—great people with whom to network. Secondly, if you apply for a position at that company, the human resources representative will likely check the Facebook page to see if you're a fan. "If you're not signed up, they won't take you very seriously, and you might not get an interview,"

says Brenda Bence, author of the “How You Are Like Shampoo” series of personal-branding books. “I hear this again and again when I speak with recruiters and human-resources representatives.

Another way to mine Facebook for job opportunities: Visit your Facebook marketplace, [apps.facebook.com/marketplace](https://apps.facebook.com/marketplace), where you’ll find job openings and other types of classified ads.

## **Creating a Page**

To create your own page, click Advertising at the bottom of any Facebook screen. Click Pages at the top of the next screen, and then click Create Page. You can also get to the Create Page screen directly by going to this address: [www.facebook.com/pages/create.php](https://www.facebook.com/pages/create.php).

Choose the category that fits you:

- Local
- Brand or Product
- Artist, Band or Public Figure

If you choose “Local,” you will also be given the option to choose a particular type of business. If none of the choices fits, just go with the default: Other Business.

Enter the name of your business. Facebook will ask you to certify that you are the official representative of your organization, and will also ask you to provide an “electronic signature,” which is just your full name. Click “Create Page” and you’re ready to begin.

## **Customizing Your Page**

While it’s true that a Facebook page is something like a Web site, there are some important differences. One of those is appearance. If you have a Web site, you probably gave a lot of thought to the way it looks—things like background colors, logos, and eye-catching layouts. Facebook pages don’t offer all those options. Their layout is similar to the layout of a personal profile.

Like your personal profile, a page has three columns. The left column includes a photo that represents your organization, along with some standard information, such as hours of operation, upcoming events, and links to photos and videos. The center

column is your wall. You can use it to post announcements and other news, and your fans can comment on your postings. The right column is reserved for ads.

This layout may seem limiting to you, but it has the advantage of looking familiar to visitors. They know where to look for the information they need, and they know how to add their own comments. The key to making your page stand out is not its layout but its content. Interesting, up-to-date content will keep visitors coming back.

The photo you choose to represent your organization may be the most important thing on your page. When potential fans browse the list of pages or search for a page on a particular topic, they will see two things: the name of your page and your photo. So it's worth spending some time choosing a photo that will give people a good idea of who you are and what you do, while at the same time creating a positive first impression.

If you have an eye-catching logo, you might decide to use that instead of a photo. The important thing to remember is that you want to create the kind of image that will make people decide to take a look at what you have to offer.

To add a photo or logo, click in the top right of the box that contains a large question mark. You can change this image later just by clicking on it.

Below the spot for your photo, you will see a box that says, "Write something about (the name of your organization)." Use this box to add a mission statement or a slogan, for example, "Tattoos while you wait."

## **Adding events**

Below the "Write something..." box, you will see a heading for Events. Click on Create Events to add information about anything you have coming up that might be of interest to your fans. The Events form allows you to add:

- Event name.
- Tagline.
- Host.
- Event type (party, trip, meeting, etc.).

- Description.
- Start time and end time.
- Location, phone, and e-mail address.

Events can be important or trivial, large or small. The purpose of adding something here is to let people know that your organization is active and vibrant. You always have something going on.

### **Adding other information**

You can add information to your page in basically the same way you add information to your personal profile. Just below the name of your page, you will see five tabs: Wall, Info, Photos, Boxes, and the symbol +, which allows you to add a new tab. Here's what you can do with each of these options.

**Wall.** The wall on your page is like the wall on your personal profile. When you click on Wall, you will see the familiar box that says, "What's on your mind?" Use this box to post news or any other information that you think will interest your fans. For example: If you are going to have a booth at an upcoming trade show, invite people to stop by and say hello.

Writing on your wall is your main method of letting people know what's going on in your organization. You don't need to wait for a major event or milestone to post something to your wall. Instead, think about what your fans might find interesting. You can also use the postings on your wall to add links to sites that will provide more information.

Your fans can write on your wall in the same way that your friends can write on the wall of your personal profile. Most fans will write nice things on your wall. Sometimes, though, a disgruntled fan, or just someone with poor taste, will post an offensive comment. You can easily delete those, and, if the problem continues, you can permanently block the offending fan from posting by clicking Block beneath the post. Although this type of problem is rare, it's a good reason to check to check your page often to make sure nothing objectionable appears there.

**Info.** Click on this tab and then click Edit Info on the top right of the screen. You will be shown a form called Basic Information. You can use this form to list your address, phone number,

and hours of operation. If you decide some of the boxes on this form are irrelevant, just leave them blank. You will also see a form called Detailed Information, where you can provide your Web site address and any other specifics that might be helpful to fans. The information you enter on these forms will be displayed on the left side of your page, below your photo.

**Photos.** Click on this tab to create a photo album to show off what you have to offer. If you own a banquet facility, you could use photos of your dining room arranged for different kinds of events. If you run a dog-walking business, you could include photos of yourself with some of your canine customers. You can also allow your fans to post photos on your page. If you use this option, your fans' photos will appear in a separate section from yours, so that people will be able to distinguish between your photos and theirs.

**Boxes.** This tab takes you to two important features: Discussion Board and Reviews. The Discussion Board allows fans of your page to start and carry on discussions about any relevant topic.

**Add a New Tab (+).** Click on the + symbol to add a new tab to your page. For example, you might decide you want separate tabs for Events, Discussions, and Reviews, just to make it easier for fans to find these features. You can also use the + symbol to add other applications, such as Video. If you're a stand-up comedian, you could add a video of your latest hilarious performance. If you're a musician, you can add a Music Player tab to give fans access to all or part of one of your songs.

## **Ready, set, publish!**

Once you have your page basically the way you want it, click Publish This Page at the top of the page editing screen. Later, if for some reason you do not want your page to be available for a while, you can unpublish it by clicking on Settings on the editing screen. You can also use Settings to set age restrictions on your page if you think that is appropriate.

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## **Facebook events**

Because Facebook is devoted to social networking, it's not surprising that it offers a convenient way to plan social events — or any

other kind of event that you might have in mind. If you ever hold events to promote your business, you can use the Events function to publicize them and attract more customers. But before we look at that, let's see what Facebook Events is all about.

## Finding and viewing events

To see how the Events function works, begin by clicking the little calendar icon in the left column. You will see four tabs:

- **Upcoming Events.** Includes events you have been invited to and events you have said you will attend.
- **Friends' Events.** Lists events that your friends have said they will attend.
- **Past Events.** Shows you events you attended and events you were invited to, even if you did not attend. Past events are not deleted. They are preserved as an archive.
- **Birthdays of your friends.**

If you're new to Facebook, you will probably have nothing scheduled under Upcoming Events or Past Events, but you might find something under Friends' Events.

If you would just like to see what an event listing looks like, you can use the search feature to find something you might be interested in. If you can't think of anything, search for "Star Trek." You will be shown a list of more than 500 upcoming meetings and conventions. Click on one that looks promising. You will find all the information you need about the event, including the host, location, date and time, event description, contact information, links, and confirmed guests. You will also have an opportunity to RSVP (if the event is open) and to share the event information with other Facebook users.

You can also find events by using the Browse feature on the main Events page. When you click on Browse, you will be shown a list of upcoming events in your area.



## Creating an event

Before you create an event on Facebook, you should have a definite plan. At a minimum, you should know what the event will involve and where and when it will be held.

To begin announcing your Event on Facebook, click the little calendar icon. This will bring you to the main Events screen. Click Create an Event to get started.

- **Event Name (required).** For example, “Monroe Gallery’s Grand Re-Opening.”
- **Tagline.** A slogan, such as, “The magic is back and better than ever.”
- **Network (required).** Choose an appropriate network, for example, your local area. People who belong to the network you choose will be able to find your event easily by using the Browse function. To make the event available to anyone, choose Global — Available to All of Facebook.
- **Host (required).** Your name or the name of your organization. If you administer a group on Facebook, you can use the name of the group. Then, when you get to step 3, you will be able to invite the members of your group.
- **Event Type (required).** Choose from the drop-down menu. For example: party, meeting, trip. When you choose a type, you will also have the option to choose a subtype, such as Holiday Party, Cocktail Party, Dinner Party.
- **Description.** A brief description of your event. Obviously you want to make the event sound as appealing as possible. You should make the description as clear and accurate as possible so people won’t be disappointed if the event turns out to be different than what they expected.
- **Start Time/End Time.**
- **Location.** The name of your physical site, for example, The Monroe Gallery.
- **Street.**
- **City/Town (required).**
- **Phone.**

- **E-mail.** This field is not required. If you don't want to give out your e-mail address, people who are interested in your event can message you on Facebook.

## Step 2: Customize your event

**Upload Picture.** Try to come up with one good picture to represent your event. This will be displayed at the top of your event page. If you don't upload a picture, that position on your event page will display a question mark.

**Options:** (Check or uncheck the following to customize your event.)

- **Invite friends.** Let guests know they can bring friends to the event.
- **Show the guest list.** You can also choose to hide invited guests who are not attending.
- **Enable the wall.** This will allow people to write on the wall section of the event page.
- **Enable photos.** You have two options: "Allow all members to upload photos" and "Only allow admins to upload photos."
- **Enable videos.** You have two options: "Allow all members to upload videos" and "Only allow admins to upload videos."
- **Enable links.** You have two options: "Allow all members to post links" and "Only allow admins to post links."

**Access.** You have these three options:

- **This event is open.** This is the default option. People can add themselves to the guest list. Guests can invite anyone to the event. Anyone can see the event information. If your event is intended to promote your organization, you will probably want to choose this option.
- **This event is closed.** The event is open only to people you invite. Other people can see the event listing, but they cannot see any other information about the event.
- **This event is secret.** The event is open only to people you invite, and it will not appear on event listings.

**Publicize.** You have the option to show your event in search results. If your event is intended to promote your organization, you will probably want to choose this option.

### Step 3: Invite friends

This is where you create your guest list. You can select guests from a list of your Facebook friends or send an e-mail invitation to anyone else. You can also add a personal message to the invitation. When your list is complete, click “Send Invitations.” You can always invite more people later.

Once you have sent your invitations, click “Finish and View.”

### Managing an Event

Once your event page is up and running, there are several ways you can use it to manage your event. You can:

- **Send a message to all guests.**
- **View and manage your guest list.** You can promote a guest to become an administrator of the event or ban a guest from the event permanently. You might choose to ban a guest if he is posting offensive content on the wall of the event page.
- **Change the event information.** For example: hours or location.

### After the Event

Your event page remains active after the event. This allows you and your guests to post photos and make comments about what a great time everyone had. If you think you will be too busy during your event to take photos, ask someone else to do it. People who attended the event will enjoy visiting the event page to browse photo albums.

### More ‘best practices’ for networking

Here are some good rules for using social-networking sites, and you can apply these principles on LinkedIn, as well as other sites:

- **It's better to give than receive.** Don't give the hard-sell. Social networking is all about communication and providing valuable information that will draw others to you. Be generous and you'll be richer.
- **Focus on your goal.** Don't get sidetracked with hundreds of people who aren't in your same field—you'll quickly get overwhelmed. And you'll waste time communicating with people who aren't going to be interested.
- **Link to your own Web site.** Briefly describe the benefits visitors will find there.
- **Don't send unsolicited, off-topic messages.** The message will either be ignored or the user will report it as spam, perhaps prompting network administrators to disable or delete your account.
- **Don't send hundreds of friend requests in a single day.** More than a couple of hundred in a short period of time can result in the network restricting your privileges or even deleting your account. Don't use scripts or software robots to send friend requests.
- **Don't feel obligated to accept every friend who zaps an invitation your way.** It's best to concentrate on having 50 friends you truly connect with, rather than having thousands of friends you quickly forget about.
- **Make your page look professional.** Your potential friends will check out your existing friends, so your image can be undermined by having too many friends with no connection to your niche.

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# Networking on MySpace

MySpace is another popular social-networking site. Like Facebook, it's not exactly a recruiter's stomping ground, as is LinkedIn. But MySpace profiles are researched by many employers, so having a profile here can pay off, and the connections you make can be valuable.

On MySpace, once you've found potential friends, you can send a request for them to "add" you as a friend. The invitee can accept, decline, or ignore your request, although most people accept.

Once you're friends with someone on MySpace, you can post comments on each other's profile pages and see each other's full circle of friends. Here's how to find friends on MySpace:

- **Browse friends lists of members interested in your field.** Find the MySpace profiles of businesses, professions and target markets similar to yours. On the right side, scroll down a bit to the link See All of [Name]'s Friends. Start sending invitations—you'll get many potential customers this way.
- **Search.** Click Search on the top toolbar on the MySpace home page. You can limit your search to certain areas such as Blogs, Music Interest, Books Interest, or others.
- **Browse for friends.** Sometimes it's useful to browse for potential MySpace friends by geographic area. On the home page, click Browse and the Advanced tab. You'll be able to view member profiles within a specified distance of postal ZIP codes, as well as other criteria such as age, gender, religion, and income. Many single MySpace members use this

function to scout potential dates, but it's useful for job-seekers too.

- **Browse comments on other member profiles.** Comments from MySpace friends appear on the bottom right of profile pages. The most recent comments appear at the top, accompanied by the comment writer's photo or image. Members who leave these comments tend to be the most active and vocal MySpace users, and make good friends. In particular, seek out people who've posted thoughtful comments, like "Enjoyed seeing your profile and getting more information." Skip messages such as, "You ROCK, Man!!!"

**Sending friend requests.** Once you find a potential friend, click Add to Friends under their profile's main photo on the left. And if you want to increase the odds of making a real connection, don't stop there—send a personalized message by clicking the Send a Message link. It requires some extra work, but you can't convert "friends" into customers simply by pecking on your mouse button.

**Accepting friends.** Once you've done some networking on MySpace, people will start seeking you out. But don't feel obligated to accept anyone and everyone. Click to their profile page first, and make sure their interests are in line with yours.

There are two ways of approaching MySpace friendships: trying to acquire as big a list as possible, or having a smaller group you can make stronger connections with individually. If you're seeking employment, the people who ultimately help you will be those in your core groups, those who feel a connection.

**Create an "event."** Throw a job-search party and announce it to your MySpace friends by creating a MySpace event and sending invitations. To get started, simply click Events on the top navigation bar on any MySpace page, then Create New Event.

**Leaving comments.** After you become someone's MySpace friend, visit their profile and add a comment. This is an effective networking tool—not only will your new friend read your comment, but people who visit your friend's page will see it, too.

**Sending messages.** MySpace has an internal e-mail system and an instant-messaging system for sending private notes. You can include your regular e-mail signature, including links and pho-

tos. But if the message isn't too personal, you're better off posting your thoughts publicly, as a "comment" on your friend's page. This increases your visibility on MySpace, making it that much easier for new friends and readers to discover you.

**Responding to messages.** When you receive a MySpace message, you'll receive an alert at the e-mail address you used to register at MySpace. To network effectively, respond promptly to your messages. If someone makes the effort to write to you, they'll be waiting for a response. Don't alienate potential friends or clients by letting messages pile up unanswered.

Sending personal replies is time-consuming and you won't see instant results. But remember, the personal connection you provide with a thoughtful reply is something readers will remember. These are the folks who will feel good about you and recommend you to others. Marketing folks call these people "influencers" because once you've made a good impression on them, they tell their friends, and this word-of-mouth process is amplified and accelerated on the Internet. Contacting these influencers is your key to making your business stand out amid the clutter and noise on the Web.

**Sending bulletins.** Once you've built a network of MySpace friends, MySpace bulletins can be a powerful tool. Your bulletin won't be e-mailed like your personal messages are, but the headlines will appear on all your friends' "bulletin board" area. Whether you have two dozen MySpace friends or 20,000, the ability to let them all know about a new product or offer simultaneously is important.

To post a bulletin, click the "Post bulletin" link in the box labeled "My Mail."

Like personal messages, bulletins are a feature you'll want to use sparingly, to preserve their impact. If you bombard friends with frequent bulletins that aren't compelling, they'll start ignoring them, and perhaps be irritated enough to drop you as a friend.

## **Picking your 'Top 8'**

After you've explored MySpace a bit, you'll notice under each member's "About Me" section are pictures of eight friends, along with a link to the complete friends list of each of those eight. By

default, the eight pictures displayed are the first eight friends added by that member, known in MySpace parlance as the Top 8.

You can shuffle your Top 8 to add zing to your profile page. Take your most influential or well-known friends and move them to the front by scrolling down to the box labeled My Friend Space and clicking Change my Top Friends. Seek out several experts in your field, and request they add you as a friend. Move them into your Top 8, too. This is a valuable cross-promotion tool because it boosts your exposure among members who are in your target market.

### **Tips for working MySpace**

After you've signed up at MySpace, pay special attention to these elements of your profile:

**Headline.** When you set up your MySpace account, you're able to upload a picture—perhaps your portrait or an image of your store or leading product—and a short message labeled your headline. Use this space to identify yourself and your business: who you are, and what you do. Use this to its maximum effect. You can update this section anytime.

**About Me.** Here, list your history and your influences. HTML is allowed in this section, so include prominent links to your own Web site or blog.

**Photos.** Whether you use a photo of yourself, your company's logo or an image of a product, use professional photos and artwork when possible. Hire a real photographer or enlist a talented friend with a digital camera. Don't brand yourself an amateur by using a crummy snapshot.

### **Your MySpace blog**

As a MySpace member you're able to publish a blog linked to your profile. Here you can include content too lengthy for your messages or bulletins. Blog posts are searchable through MySpace and regular search engines like Google, so naturally you'll want to include plenty of information about your business.

If you're already publishing a blog on your own domain, you don't necessarily have to reinvent the wheel on your MySpace blog. Simply repurpose some earlier content from your own blog,



posting it on your MySpace blog for the benefit of your new friends.

Ask your friends to “subscribe” to your blog by clicking **Subscribe to this Blog** while they’re visiting. Then they’ll receive e-mail alerts of your new posts.

To add a post to your blog, click **Manage Blog** from the menu just to the right of your main profile picture, then scroll down to the box labeled **My Controls** and click **Post New Blog**.

## **MySpace groups**

Joining various MySpace “groups” is perhaps the best way to find new friends. From MySpace.com, click **Groups** on the top navigation bar. On the left, you’ll see a link for **Search Groups**, where you can search for your topic area. The groups with the most members will be listed on top.

Joining groups is a better way to connect with potential colleagues and employers than just randomly sending friend invitations to any profile you happen to see. Some groups allow you to post bulletins where you can mention your business or product. But check on this: It’s important to know the group’s terms of use, and you don’t want to be accused of spamming the group.

## **Create your own group**

You can create your own MySpace group, giving members several more avenues to discover you. You can attract a wider readership by forming a group dedicated to your field of expertise. By doing a good job of running the show, you’ll establish your credibility as an expert in your field. To create a MySpace group, from the main **Groups** page, click **Create Group**.



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# Legal stuff

Remember the advice your mother gave you, “If you can’t say anything good about someone, don’t say anything at all”? If you’re going to be publishing online, it’s a good rule of thumb that will keep you out of trouble. Because local laws can vary, the principles here are basic. So, here’s a guideline of some of the areas to tread carefully so you don’t take unnecessary legal risks.

## Defamation

Defamation covers both libelous activities (harming a person’s reputation in writing), and slanderous activities (harming a person’s reputation with the spoken word).

Language is considered defamatory if it harms the reputation of another person or company, whether it’s direct, innuendo, satire, or implied, by you or someone else. This isn’t a new concept for business marketers who are careful about what they say in public forums.

## Negligence

Negligence is the failure to exercise the degree of care the law requires for the protection of other persons. For example, let’s imagine you’re a psychiatrist, and you post something about one of your patients. If you were to break patient/doctor confidentiality by writing about your patient—and this had a negative effect and caused your patient mental anguish—your behavior could be considered negligence.

## **Trademark**

Trademark law protects the investment in a particular brand. The protection might cover a company, like IBM, a celebrity whose name (while not trademarked) is their brand, or even a product, like Coca-Cola. To avoid running afoul of trademark law, don't use someone else's brand as your online name, or give a false impression that you represent the company.

## **Privacy**

Privacy is a personal right. Adhering to privacy law means you shouldn't disclose any information online that a "reasonable person" wouldn't want disclosed. You can't misrepresent someone's views, and you can't write that so-and-so did something they didn't do. Don't give out private information and don't lie about other people's views or actions.

## **Contracts**

Tweeting, blogging, and posting in an online discussion board is a form of publishing. Be careful not to "joke" online in a way that might be construed as promising a payment or service, otherwise you've entered into a contract.

## **Copyright**

Don't post someone else's words without their permission. Think about this, even when posting song lyrics, quotes, or lines from poems.

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