Social Media’s purpose is to:
1. Gain An Audience
2. Create Content
3. Make Connections

**Gain An Audience**
Your involvement on social media can contribute to your online presence, so keep it clean. Ask yourself:
- “Who is on the other end of my messages?”
- “Is this how I want to present myself to the world?”

**Create Content**
Focusing on relevant content and trends will contribute to both your social media presence and professional growth. Use social media to engage in conversations relevant to your industry interest and expand your knowledge. Ask yourself:
- “Have I linked my blog or portfolio to showcase my skills?”
- “Am I engaging in conversations or sharing content related to my industry on social media?”

**Make Connections**
Once you have created your professional profile, contact old and new connections. Your goal each day should be to inspire others to connect with you and leverage those connections with colleagues, friends, and family. Networking could lead you to your next internship or job.

**Google Yourself**
What message are you sending to employers with your online activity?

What I Discovered:

What I Didn’t Like:

What I Liked:

Take Action:
Social Media

Twitter
This microblogging website is a great way to interact with people of similar professional interests from across the globe. It is also increasingly becoming a platform for organizations to post opportunities they have available.

How to engage on Twitter:
• Tweet your own posts. Pose questions or comment on something interesting going on in your field. This can demonstrate your knowledge and interest.
• Tweet about others’ posts. Retweet or comment on articles written about your field or reply to others’ tweets. This shows you are engaged in the field beyond the classroom.
• Follow organizations. Stay up to date on current events and find career opportunities. Increase your effectiveness by using a hashtag (e.g. #jobs or #recruiting) to “follow” organizations or people of interest.

Personal Portfolios/Blogs
There are a variety of other tools that you can use to develop your personal brand including blogs like WordPress, Blogger, Weebly, Wix, Joomla and Medium to name a few. Sharing sites such as slideshare.com, ISSUU, and LinkedIn’s professional portfolio application. Consider showcasing samples of your work to demonstrate your capabilities. You can even incorporate this tool into a Twitter account or a LinkedIn profile.

LinkedIn
This professional networking site has grown to over 500 million registered members and provides you the opportunity to establish a professional online identity, participate in conversations on relevant topics, and make connections with professionals in your industry or career path. To get the most out of this tool, write articles, follow employers, and connect with people of interest to include alumni. You can even use LinkedIn to search and apply for jobs.

LinkedIn
5 Tips To Get the Most Out Using LinkedIn

1. Appropriate Profile Picture: Users with a profile picture are 14 times more likely to be viewed than users without. However, make sure that the picture is up-to-date and of you and preferably in working environment. A professional head-and-shoulders shot is ideal.

2. Develop Your Headline (Summary): Profiles with a summary are also more likely to get seen by users. Use this space as a brief introduction to yourself and to summarize your experience and achievements. This is also a good place to use keywords you want to be associated with. This will make your profile more prominent in search engine results.

3. Complete Your Profile: Treat LinkedIn like your expanded resume. Include specific details of projects you have worked, modules you have completed and targets you have reached. You can also publish videos, documents, websites and other media. This will liven up your profile and show off your skills.

4. Build Professional Connections: LinkedIn is for professional networking and could help you find our next opportunity, job or client etc. Connect with other alumni, interest groups and colleagues. All of these will make up your professional network.

5. Publish Your Knowledge: Once your profile is complete you can showcase your knowledge and your professional skills. LinkedIn allows you to publish posts, blogs and other content. However, this is not Snapchat so make sure all the content you post is professional and appropriate.
Social Media: Getting Linked In

Connecting on LinkedIn: The 5 Point email

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One of the best uses of LinkedIn is for exploring careers. It’s actually pretty simple: you use your LinkedIn contacts to find people working in careers that interest you. Then you contact them and request a career chat — also known as an informational interview — to learn more about their job, their career path, and what advice they might have for you.

If you can’t find someone amongst your contacts, try the UC Berkeley Alumni pages. Here you can search by major, region, job function, competencies and other areas to find an alumnus working at a job or company that interests you. Once you do, use the "Connect" feature to request an informational interview. Reaching out to a stranger can sometimes feel daunting, so here are five tips for writing a good "connect" email:

1) Include your photo
People respond more readily to a smiling face than compared to a bunch of words, so be sure you have a photo on your profile — a smiling headshot containing no other people.

2) Keep it brief
Be to the point with the message. Someone who receives a short, tailored message is more likely to respond — plus, a LinkedIn invitation has a 300-character limit!

3) State connection first
By mentioning your connection first, it gives the recipient a reason to care. It will maximize your chances of getting your message read.

4) Tell them why you’d like to connect
Be specific about why you’d like to connect so they don’t think you are out just trying to add connections. However, don’t ask for a job specifically — you may scare off your contact, who may have nothing to do with hiring. Instead, if you ask to discuss the company, the industry itself or your contact’s career path and current position, it feels more like a request for a conversation, not a job interview.

5) Maintain control of follow-up
This helps close the gap of time it may take to get back to you. For example, close your email by stating you understand they may have a busy schedule and if they are do not reply to your email, you will follow up in a week; this provides the opportunity to contact them again — just make sure that you do!

Sample 5 Point Email
300 Word Count Limit

Email Subject: UC Berkeley Student seeks your advice

Dear Sam,

I am a UC Berkeley junior and saw your profile in the LinkedIn Alumni pages. May I have 20 minutes to ask you about your experience with Salesforce?

I am exploring marketing careers in technology companies, and your insights would be very helpful. I know you may be busy, so will try you again next week if we are unable to connect this week.

Thank you,
Peter