

**To:** Pen & Paper, ENGL 301 Members

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**Subject: Social Networking Strategy Report**

### **Introduction**

Companies are taking advantage of forms of social media to interact with their customers, partners, current and future employees. A necessary skill is the utilizing of social media in order to improve your chances of employment. LinkedIn, email and Twitter will be my main methods of social networking when applying towards more business focused positions.

For my application assignment, I am applying for a job opening as a marketing analyst for a technology company based in Vancouver. LinkedIn will be my main social media platform that I will use in promoting my accomplishments and credentials in a professional form.

### **10 Social Networking Strategies**

#### **1. Create a professional email account and Twitter handle**

The creation of a professional email will aid in organizing the many emails sent to various employers and businesses about job inquiries. When creating your professional email account, ensure that the email includes your name and/or initials while keeping it short and simple.

#### **2. Create an email signature**

An email signature will ease the process for people in finding information about me. The email signatures will include an address, a telephone number, an email address and a LinkedIn profile link.

#### **3. Changing security settings to private**

To maintain professional and not have your personal life mix and interfere with your professional life, set the security settings in your social media platforms to private or delete them entirely.

#### **4. Proofread for grammar and spelling errors**

Professional social networking profiles like your LinkedIn profile should not contain any grammatical or spelling errors. These written errors can undermine the tone of your networking pages and break up the readers understanding.

## **5. Connections**

The more connections a LinkedIn profile makes, the more chances there are for future opportunities of employment. Search through LinkedIn profiles for current and past colleagues and employers and add them to your connections.

## **6. Keywords**

Including keywords in your LinkedIn profile enables potential employers to find you easier. Make use of keywords when describing yourself and when discussing your experiences.

## **7. Media**

To make your LinkedIn profile more unique, differentiate by adding relevant media to your summary or achievements. These pieces will break up the text and keep the reader interested as well as being able to look at your work.

## **8. Relevant skills and experiences**

Listing relevant skills and experiences on your LinkedIn profile will allow the reader to get an understanding of your abilities and past experience at work and volunteer. Selecting relevant and being able to summarizing them properly will improve your chances of gaining employment.

## **9. LinkedIn groups**

Joining and presenting your groups on your LinkedIn profile will allow you to make connections with similar people in your field. This will also help in finding past classmates where you both can mutually benefit from each other.

## **10. Keep your profile update**

Having your profile accurately depict yourself is a small task in keeping your LinkedIn profile relevant to your field and potential job opportunities. Having your accomplishments and connections up to date will make only strengthen your profile and keep you relevant in a changing job market.

## **Conclusion**

I will be following these tips for improving both my LinkedIn and Twitter pages to increase my social network and professionalism. I hope that these tips will aid you in reviewing your LinkedIn page and focusing it towards your potential career path.