

Best Social Media Sites for Job Searching

Networking is one of the most important components of job searching--in fact, the U.S. Bureau of Labor Statistics reports that 70% of all jobs are found through networking. At the same time, employers are using social media more and job boards less. In a 2013 study, 94 percent of employers planned to use social media for recruiting, according to a survey of 800 employers conducted by Jobvite.com.

Use these top social and professional networking sites below to enhance your career and boost your job search.

LinkedIn, with 433 million users as of the first quarter of 2016, is considered the top spot for people looking for work. However, most users don't take the necessary steps to maximize their chances, including optimizing your profile, creating your network, joining groups and using endorsements. Also pay attention to first, second and third degree connections who might help you get to a hiring manager. Facebook

If you're using Facebook for professional networking, the link above provides tips on the best way to do so. One method of searching is to use your Facebook marketplace, which posts job openings and opportunities in your network; you can then send a direct message to the recruiter. A second option is to join groups of people with common interests and network with them. Instagram

Instagram is a good way to establish your personal brand while demonstrating your marketable social media skills and enhancing your overall digital savvy. It's also a smart way to glean information and insights about a company where you want to work. Did an employee post a pic of "massage Mondays" and you're a corporate masseuse?

Does the company showcase their "Fajita Fridays" and you're a Mexican chef? Instagram is a great way to see inside a company to then demonstrate how you'd be a good fit.

Twitter is a social networking and micro-blogging service utilizing instant messaging, SMS or a web interface. It's a terrific job search tool if you take advantage of it properly and learn how to add to discussions. One benefit of Twitter is the free flowing communication that allows you to talk directly to recruiters and hiring managers without the need to submit a resume first.

However, while Twitter is an excellent networking tool, you need to support your efforts with a blog or LinkedIn profile. No one will hire you simply based on a Twitter profile--to start they'll need a link providing them with more information about you. Jobster Jobster isn't mentioned much, but it's an important platform to include when job searching. You can upload a basic resume or embed one with video, highlight links to your site and tag your skills.

When looking for work you can who posted the job and then add them to your network to connect. How to Use Social Media in Your Job Search

With the Internet buzzing with social media, there are similarly many ways to use social media in order to network, and eventually find a job. How to Create a Professional Brand

How to create a professional brand using social networking sites and ways to build a strategic online presence to help with your job searching and career building. More Career / Social Networking Resources

Career and social networking online resources. Where to network online as part of your job search and how to use a social network to help land a job.

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