



(AMNY ILLUSTRATION)

A social network primer

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We all love our social media. Have you seen how much "The Social Network," aka "the Facebook movie," has grossed? (\$72 million to date.) But we've always wondered how to get actionable results — like jobs — from what is essentially an online play space.

Enter professor Robert Hellmann of NYU's School of Continuing and Professional Studies, author of the new e-book "Your Social Media Job Search."

Are different social media tools more relevant for some professions than others? LinkedIn is really useful

for anyone in any field. That's assuming you have a good profile, have a network, have joined LinkedIn groups, and can use the powerful "People Search" feature to find people to speak with to help you get to that hidden job market.



Hellmann

Tell us more about the "People Search" feature. Say you want to work at [business name]. You type in [business name] as the company name in the free people search feature.

Click "current" for current employees. Place the geographic area and your local zip code. Click on "search" and see what comes up. They don't have to work in the department, but they might know you, they might know about jobs on [the internal company website].

So you have a one-degree-of-separation connection,

what's the point? You should be looking to get informational meetings. ... Have a hypothesis of how you can add value to an organization. ... Go in there with that value proposition. Try to make it mutually beneficial. ... Don't ask for a job.

So is there a value to other social media sites such as Facebook and Twitter? If you're not already on Facebook in a big way, don't spend your time on it. It's no substitute for LinkedIn.

It's mostly social; it's not even appropriate a lot of times, not good etiquette for professional contact. That said, if you already have a lot of friends on Facebook, you should tell your network about your job search.

And Twitter? The issue with Twitter is it really depends on

the profession. You don't want to spend a lot of time tweeting. You should investigate from a research point of view, and [build] relationships by following people who may be useful to you. It's not about tweeting. Find people

who are tweeting about your job target.

35%

Number of recruiters who say they've eliminated a candidate because of what they've seen on a social networking site

Should a job seeker try to craft a social media persona? If you need to show that you are current — maybe it's a fast-changing industry — then blog to show that you get the latest regulations, that you

get the latest developments. ... In the job search, blogs can be helpful to show that you're knowledgeable and current in your field. It's not about building a following. It's about communicating to potential employers that you get the industry, have expertise, and you're at the forefront.