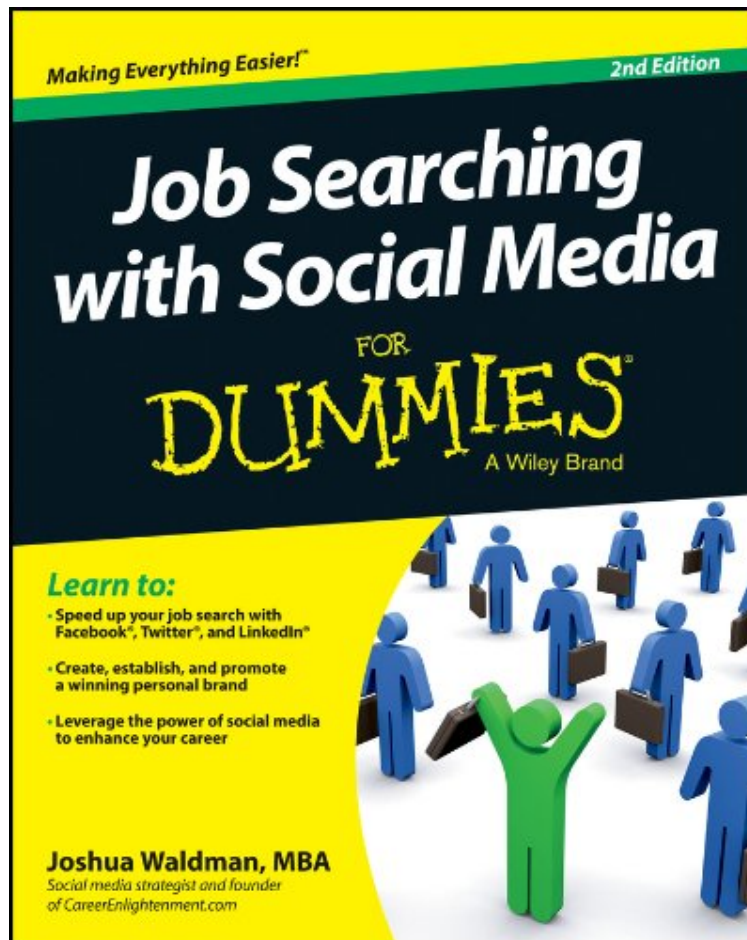


# Job Searching with Social Media For Dummies

Joshua Waldman

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**Joshua Waldman : Job Searching with Social Media For Dummies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Job Searching with Social Media For Dummies:

1 of 1 people found the following review helpful. Social Median is here.By stingrayIs a good book but the author( for me) has some annoying habits always referring to topics to another chapter i.e check chapter five on this, I read that last week -how about adding the main point of that chapter, then refer to the chapter. Also, he give so many choices for this or that i.e online website, domain, etc that it becomes too confusing, I would rather have him pick the best one and maybe second choice. But having five or six choices after a while, is become the paradox of choice-too confusing. But for someone like me middle aged guy, social media is important and needs to be learned.0 of 0 people found the following review helpful. Great for beginning social media job searchers!By C. BakerGreat information for someone who is just beginning to understand social media and THEN trying to find a job using it. Be aware that some of the websites mentioned in the book have already changed though. That's life in the technology fast lane, I guess.1 of 1 people found the following review helpful. Keeps Your Arsenal Current and EffectiveBy CustomerJoshua's blog, Career Enlightenment, is the best to stay current in this wild world that changes daily. What a pleasant surprise it was

to find all the essential new tools in one volume. He does a miraculous job at giving all job seekers and career coaches the very latest in the most essential aspects of the leading social media platforms for job search. His treatment of LinkedIn alone will pay dividends on the price of the book. But the lessons he provides on Facebook and Twitter pay multiples on the asking price. Even if you are not now actively seeking a new job, you will want to use the advice Joshua provides to keep opportunities coming your way and your career on the fast track!

**Harness social media to land your dream job** For anyone looking for a first job, exploring a career change, or just setting up for future success, social media sites are proven platforms for facilitating connections, demonstrating passions and interests, and ultimately landing the job. **Job Searching with Social Media For Dummies** enables you to harness the power of the Internet to research and identify job opportunities, and then create a strategy for securing a position. **Job Searching with Social Media For Dummies** features in-depth coverage of topics such as: creating effective online profiles and resumes to sell your strengths; maintaining your online reputation and understanding electronic etiquette; using the power of personal branding and building your brand online; avoiding common pitfalls, such as jumping into filling out a social media profile without a strategy; getting to know Twitter, the only real-time job board with literally thousands of jobs posted daily; using social media sites to uncover opportunities in the "hidden job market" ahead of the competition; and much more. Takes the mystery out of Facebook, Twitter, and LinkedIn  
**Offers advice on how to brand yourself online** Includes coverage of the latest changes to social platforms and websites  
**If you're a recent graduate, changing careers, or have been away from the job-search scene for a while, turn to the trusted guidance and expert insight of *Job Searching with Social Media For Dummies*.**

**From the Back Cover** Learn to: Speed up your job search with Facebookreg;, Twitterreg;, and LinkedInreg; Create, establish, and promote a winning personal brand Leverage the power of social media to enhance your career **Harness social media to land your dream job** For anyone looking for a first job, exploring a career change, or just setting up for future success, social media sites are proven platforms for facilitating connections, demonstrating passions and interests, and ultimately landing the job. **Job Searching with Social Media For Dummies** enables you to harness the power of the Internet to research and identify job opportunities, and then create a strategy for securing a position. **Get social** mdash; find out how social media has changed the job search spectrum and get a refresher on online networking basics **Personal Branding 101** mdash; discover the importance of personal branding and how to best promote and communicate your message online **Out with the old school resume** mdash; find out why creating a complete profile on LinkedIn is so important and get easy-to-follow guidance on adapting your resume for an online audience **Put social networking to work** mdash; grasp how to use Twitter, Facebook, and other social networking sites in new ways to make connections you never dreamed possible **Open the book and find:** The importance of having an online presence What your personal brand is and why it's essential How to review your online reputation (and how you can repair it) **Guidance on crafting web resumes with LinkedIn, video, and more** Using Twitter, Facebook, and other sites to land a position **Mistakes people make when using social media sites** **About the Author** Joshua Waldman, MBA, is an authority on leveraging social media to find employment. His writing has appeared in Forbes, Huffington Post, Mashable, and the International Business Times. Joshua's career blog, CareerEnlightenment.com, won the About.com Readers' Choice Award for Best Career Blog 2013. Joshua presents keynotes, trainings, and breakout sessions around the world for students, career advisors, and professional organizations.