

## **Generating Positive Content within Social Media**

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“Social networking” isn’t just social; these websites can be used for positive networking with individuals in your field. Joining groups and staying active within those groups is a great way of making connections, making your name known within the field, and finding opportunities.

What are you tweeting or posting on Instagram? Posting quotes from leaders within your field, or taking photos while working at an internship or volunteering can go a long way in winning the hearts of future employers.

Utilizing your LinkedIn status is a great way to post industry specific content that will catch the eye of the friends you’ve made in your field. Daily posts referencing related websites, news articles and current events, or asking questions is a great way to stay fresh in the minds of your contacts. Also, if you plan to attend a professional conference in your field, posting a status inquiring if any of your contacts will be there is a great way to set up appointments, coffee dates, or even interviews while at that conference.

Participating in groups is a great way to get your name out there and to meet others in your field. LinkedIn offers many groups (some even associated with national organizations) that have ongoing discussions about trending information in that field. If you make informed, relevant contributions to the group discussions, you may receive contact requests from other members of the group.

Generating positive, proactive material for your social media network is the first step to setting yourself apart from your peers in the job market, followed closely by the intentional utilization of the resources provided by these websites. Mastering the art of social media utilization will set you up for success in the future.

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