

# Social Networking-

## What is social networking?

Social websites are a way for different people and groups to connect.

Within these sites, you can connect to people all over the world. There are groups ranging from beagle owners to sales professionals and everything in between. Utilizing social media is a great way to network and learn about job opportunities. It may be out of your comfort zone, but using social media is here to stay so you might as well jump on the bandwagon!

### Facts:

- There are currently 100,000 companies represented on LinkedIn.
- The fastest growing segment on Facebook is 55-65 year old females.
- 11.5 million people have Twitter Accounts.

*don't be left behind!*

## Ready to get started?

### LinkedIn

With over 80 million users, LinkedIn is a great tool to connect to past and present colleagues, stay informed about your contacts and industry, control your professional identity, and network with people who can help you achieve your professional goals. You can create a profile in which you describe your current and past jobs and your skills. Additionally, you can upload your resume, join 'groups', and search for jobs.

After you create an account, you are able to search for people you know and then you request the connection. Once you have established connections, you can start networking with the people your connections know. For example, you connect with Jane. Jane is connected to Bill, who works at P & G. If you want to work at P & G then you could ask Jane to introduce you to Bill. That's networking! To learn more, visit: <http://learn.linkedin.com/students/>

Join the Career Services group by going to "groups" and search, "Career Services at Sinclair".

### Facebook

Facebook has over 500 million active users worldwide. Similar to LinkedIn, you are able to create a profile and search for 'friends'. The difference between the two is that LinkedIn is used in more a professional realm and Facebook is more social. You can join groups, share status updates of your life, and see what your friends are up to. To join, go to [www.facebook.com](http://www.facebook.com)

Follow Sinclair by going to [www.facebook.com/sinclaircommunitycollege](http://www.facebook.com/sinclaircommunitycollege)

### Twitter

Twitter is a free social messaging tool that lets people stay connected through brief text message updates up to 140 characters in length. You can have 'followers' and follow other people's tweets. Tweeters typically answer the question, "What are you doing?". Career Services will use Twitter to engage followers in conversations about careers, job searching and to promote upcoming events. To create an account, go to [www.twitter.com](http://www.twitter.com). Follow Career Services @SCCCareerServ!

