

## 10-Minute Tactics to Boost Your Job Search

A job search can sometimes seem like a full-time job of its own. Creating an impressive résumé and completing other critical tasks related to your search can be time-consuming. However, there are surprisingly effective tactics that take only a few minutes—but can produce big results!

### Clean Up Your Online Image

Up to 93% of recruiters use social media both to vet candidates pre-interview and to review a candidate's social profile prior to a hiring decision ([Jobvite](#), 2014). Google yourself to determine what a prospective employer will see. Check your Facebook profile for anything that might concern a recruiter. Adjust your privacy settings so your personal content is visible only to close friends. Delete anything you wouldn't want your grandmother to see.

### Strengthen Your LinkedIn Profile

LinkedIn is the world's largest professional network. It is a pivotal part of the career landscape, and LinkedIn results are often among the top pages when you are Googled. Join the discussion and engage with others. Here are some small steps that add up to a strong profile:

- Post a professional profile picture on LinkedIn (a photo is important).
- Add a professional information headline to a profile.
- Update your status with projects completed or other professional successes.
- Add keywords to your summary statement.
- Ask for a recommendation.
- Join an interest group.
- Endorse a colleague's skills.

### Update Your Alumni Network

#### Listing and Then Network

Any network can be a hugely valuable resource because referrals are a longtime favorite hiring method among recruiters. Be sure your alumni listing is [updated](#), and includes specific details and keywords that make it easy for people to find you.

### Learn a New Skill

If you feel that your skill set is lacking in one important area—or if you meet all but one of the requirements for your dream job—you may need to master a new skill fast. Granted, mastering a complex skill will take more time. But you can learn how to perform a very specific task relatively quickly, especially if you take advantage of online resources, such as the video lessons on [Lynda.com](#). For skills that will require more time, set aside 10 minutes each day on your calendar to devote to this. You might be surprised at your progress by week's end!

### Join—and Engage with— Relevant Online Groups

You will likely be able to find at least a few relevant online networking groups for professionals or job-seekers in your field of interest. Remember to also look for groups associated with your school, city, or other criteria. For example, the [Penn State Career Connection](#) group on LinkedIn is devoted to helping Penn State students and graduates connect with employers. If you are already in groups, invite someone to connect with you or familiarize yourself with what the group discussions include. Comment on the discussion or answer a question posed to the group.



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