


What Does That Mean?


What is LinkedIn?

LinkedIn is the world's largest professional networking website, just like Facebook and Twitter, but more focused on business and professional points of view. It is quite popular, and people connect with colleagues, and present their profile and resume in this website.

 **TRAINING POINTS** How to search for jobs ~ How to search for people ~ Discussions ~ How to join a conversation ~ Expanding your network ~ Profile ~ Groups ~ Groups you may like ~ Jobs ~ Companies ~ Share Discussions ~ Like ~ How to search for Companies ~ Recommendation ~ Profile organizers ~ Imported Contacts ~ Connections ~ Adding and Removing Connections ~ Who should be in my Connections ~ How to start following a company Adding Comments ~ Do's and Don't for Job ~ How do employers find me on LinkedIn ~ How do I reply ~ How it can enhance your job search


What is Twitter?

Twitter is an information network. Millions of people, organizations, and businesses use it to discover and share new information.

 **TRAINING POINTS** Mention ~ Retweet ~ Hashtag ~ Message ~ How it can enhance your job search ~ Do's and Don't for Jobs


What is Facebook?

Facebook is a social networking site website intended to connect friends, family, and business associates. It is the largest of the networking sites.

 **TRAINING POINTS** What is – Pages vs. Personal ~ Information ~ Status ~ Posting ~ Friends ~ Friend's in Other Networks ~ Photos ~ Notes ~ Groups ~ The Wall ~ How it can enhance your job search ~ Do's and Don't for Jobs


What is Pinterest?

Pinterest is a Virtual Pinboard. Pinterest is a pinboard-style social photo sharing website that allows users to create and manage theme-based image collections such as events, interests, hobbies and more. Pinterest's mission is to "connect everyone in the world through the 'things' they find interesting" it is a global platform of inspiration and idea sharing. Pinterest allows its users to share 'pins' thru Facebook, Twitter and e-mail. It is one of the "fastest growing social media platforms in the world".

 **TRAINING POINTS** What is a Pin ~ what is Pin Etiquette ~ How to Pin ~ How it can enhance your job search ~ Do's and Don't for Jobs ~ How it can enhance your job search


What is Google+?

Essentially Google+ is the platform developed by Google to be direct competition for Facebook. While it has not taken off as they had hoped, it still has millions of users and will directly affect a person's Google search results as Google is indexing it first.

 **TRAINING POINTS** How to set up a Google+ profile ~ Posting ~ Hangouts ~ Circles ~ Connecting ~ How it can enhance your job search ~ Do's and Don't for Jobs

What is Skype?

Skype is a software application that allows users to make voice and video calls over the Internet.

 **TRAINING POINTS** – How to use Skype and set up a profile. ~ How it can enhance your job search (some employers, use Skype for first interviews)

What Does That Mean?

What is Hootsuite?

Hootsuite is a social media dashboard which allows a user to create, schedule and publish content to multiple social media networks. Utilizing a dashboard like Hootsuite will allow job seekers to streamline their efforts and maximize their time. Hootsuite currently integrates with: Twitter, Facebook, LinkedIn, Ping, Foursquare, Mixi, Wordpress and MySpace. They are currently working on integration with Google+



TRAINING POINTS – How to use Hootsuite ~ create content ~ schedule posts and integrate it with your social media networks ~ How it can enhance your job search

What is About.me?

About.me is a simple and visually elegant splash pages that points visitors to your content from around the web. Essentially it is an on-line business visual business card, which easily connects people to your social networks.



TRAINING POINTS How to set up an About.Me page and integrate it with your social media networks ~ How it can enhance your job search ~ Do's and Don't for Jobs

What is a Blog?

A blog is a website consisting of entries (called posts) appearing in reverse chronological order with the most recent entry appearing first (similar in format to a daily journal). Blogs typically include features such as comments and links to increase user interactivity.



TRAINING POINTS Basics of how to set up a blog and what to blog about. (If applicable to an applicant) How it can enhance your job search ~ Do's and Don't for Jobs

What is YouTube?

YouTube is a video-sharing website on which users can upload, share, and view videos. It allows billions of people to discover, watch and share originally-created videos.



TRAINING POINTS Profile ~ Building a Video Resume ~ How it can enhance your job search ~ Do's and Don't for Jobs

What is RSS?

RSS (Rich Site Summary) is a format for delivering regularly changing web content. Many news-related sites, weblogs and other online publishers syndicate their content as an RSS Feed to whoever wants it.



TRAINING POINTS – How it can enhance your job search ~ Do's and Don't for Jobs

What is a MeetUp?

Meetup.com helps groups of people with shared interests plan meetings and form offline clubs in local communities around the world.



TRAINING POINTS – How it can enhance your job search ~ How to use the MeetUp Site ~ How to set up a MeetUp ~ How to Search for a MeetUp to attend

What is Online Reputation Management?

Online reputation management (or monitoring) is the practice of monitoring the Internet reputation of a person, brand or business. The goal of suppressing negative mentions entirely, or push them lower on search engine results pages to decrease their visibility.

TRAINING POINTS – How it can Benefit your job search ~ Online Services Available to Assist in this area (Repler, TrueRep, Socioclean). Google Alerts.