NO FEAR BLOGGING!

Blogging for the Job Search Webinar

Thursday, October 10, 2013
7:00 – 8:00 PM EST

Presented by: Alyson Weiss
Social Media Specialist, Career Moves

Co-sponsored by: The Hiatt Career Center at Brandeis University
& Career Moves—a division of JVS
Introduction to Career Moves

- We get your career moving by:
  - Helping you figure out what you want to do
  - Identifying your skills
  - Creating job search strategies
  - Revising and creating application materials (resume, cover letter, interview prep)
  - Developing social media networking strategies (this is what Alyson does!)
Introduce yourselves to me!
Why blog for the job search?

- Demonstrates expertise
- SHOWS instead of TELLS your value
- Helps build connections
- Establishes identity outside job title, job seeker

Spoiler alert: Yes!
How do I choose a blogging platform?

- Blogger: more user-friendly but less customizable
- Wordpress: requires a little more tech-savvyness, more customizable, can make the blog look like a normal website
- Tumblr: image-based
How do I blog for the job search?

1. Identify a niche – topic & audience
2. Create helpful content
3. Build an audience
4. Have a strategy
1. IDENTIFY YOUR NICHE AUDIENCE
Identifying your niche audience

- Who is your target audience – HR? Potential client? “Gig” manager?
- What is your audience most passionate about?
- What keeps them up at night?
Your turn: Brainstorm!

What does your niche audience NEED?

How are you positioned to fulfill that need?

Use the next 30 seconds to jot down ideas into the chat window.
2. CREATE HELPFUL CONTENT
Creating content 101: Be Like Dora
A few golden rules...

- Have a content calendar
- Honor your own voice
- Keep your posts ~500 words & use LOTS of visuals
  - GIFs
  - Infographics
  - Checklists
  - Slideshares
  - Videos

How many visuals should you use?
Case study: Lindsey Kirchoff

“HubSpot has grown 6015% in the last three years, earning itself the #2 ranking of Inc magazine software companies and rakes in around 15 million in revenue.”
Other ideas...

- Analysis of company news
- Examples of your own expertise
  - Write up a detailed event plan/budget
  - Mock-up of a donation letter
  - Slideshare of a staff training
  - Audio of a sales pitch
- Interviews with industry thought leaders (good excuse to meet people!)
- Ebooks (capture contact info)
Your turn: Brainstorm!

Based on what your target audience needs & what your skills are: Think of 2-3 posts you would be prepared to write right now.
3. BUILD AN AUDIENCE
How does my blog get read?

- Titles
- Social media relationship-building
- Email list
- Guest blogging—give & get
- Comment on other blogs
- Give free good press to a company/person
Case Study: Lindsey Kirchoff

Traditional Job Hunting

Inbound Job Hunting
Your turn: Brainstorm!

Take 30 seconds to write in the chat window: How will you get your blog read by your target audience?
In summary…

1. Define your goals.
2. Identify who can help you reach those goals.
3. Create content that helps your target audience & proves your mettle.
4. Get that content in the hands of your target audience.
5. Rinse & repeat.
How To Use the Internet to **GROW** Your Career

a guide from *Lindsey Kirchoff*, millennial marketing expert & former HubSpot inbound marketer

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**Start a blog.**

A blog doesn’t need to have 10,000 readers to be considered good. It just has to be HELPFUL. Prove your knowledge of your industry and your value through your writing.

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**Read & comment.**

Read other blogs, and comment/respond to their posts. Build relationships with other bloggers. People like people who read their work and respond thoughtfully—use this opportunity to bond with influencers and industry members.

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**Understand your industry.**

The easiest way to help your boss or customers is by being the go-to source on industry news. Set a Google News filter for an industry keyword to include news stories with that phrase into your newsfeed. To get even more headlines, follow people in your industry on Twitter to see what articles are trending.

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**Brush up that LinkedIn.**

Make sure your profile displays your latest work, accomplishments and technical skills as well as employment history. Think about keywords that people in your industry might be using to find someone with your expertise and what opportunities you’re open to pursuing.
Next Steps

- Brandeis students and alumni: Call (781) 736-3618 to schedule a free, 1-on-1 advising appointment with a Hiatt career counselor (in-person, phone, Skype)

- RSVP for our next webinar: Tips for Building Your Professional Brand (Tuesday, November 5, 7:00 EST)

- Fill out our satisfaction survey and let us know how we can serve you better

- Check your follow-up email for links to additional resources, and a list of those covered today
Contact the Hiatt Career Center

- Contact: Alexandra Anweiler Stephens, Associate Director, Alumni Career Programs & Engagement
- Email: astephens@brandeis.edu
- Phone: 781-736-3623
- Website: www.brandeis.edu/hiatt

Connect with Hiatt via Social Media
- Twitter: @HiattatBrandeis
- Facebook: www.facebook.com/HiattCareerCenter
- Brandeis University Career Connections on LinkedIn: http://linkd.in/hiattcenter
Contact Career Moves & JVS

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QUESTIONS?