



Paul Keijzer's

SOCIAL MEDIA TOOLKIT

15 SOCIAL MEDIA TOOLS TO ADVANCE YOUR CAREER

www.paulkeijzer.com

In this toolkit you'll find:

- ✓ 15 social media tools that can help **advance your career**
- ✓ What each tool does and is best known for
- ✓ 3 ways to use each tool for maximum utility
- ✓ 3 specific career benefits you can derive from each tool

You should use this guide as reference material as you work on your personal development. Using this toolkit, you can consistently take small steps towards getting noticed and getting ahead in your chosen career path.

The tools are segmented into the following categories:

- Tools for **EDUCATION/TRAINING/LEARNING**
- Tools to **BUILD YOUR AUTHORITY AND EXPERTISE**
- Tools for **WORKPLACE PRODUCTIVITY**
- Tools for **EXTERNAL NETWORKING**
- Tools for **JOB HUNTING**

LEARNING TOOLS

Advance your career by taking charge of enhancing your skills and abilities. The following learning tools provide opportunities to increase both your professional skills and general knowledge.



Ted Talks provides videos on informative and thought provoking talks from TED Conferences in the form of videos. The portal also has a section to engage in related ideas, questions and debates.

What to Do

- Watch a TED playlist which organizes talks in categories so you don't have to
- Search for individual videos to watch
- Get their apps for iOS, Android or Kindle for learning on the go

The Benefits

- Organized playlists let you focus on one topic at a time – gaining in depth knowledge on each one as you proceed
- Ted Talks are 18 minutes or shorter – all you need is a lunch break to keep growing your knowledge base
- Rather than traditional courses to pursue for career growth, expand your awareness about topics and how leaders address diverse problems.



Drew Dudley: Everyday leadership



We have all changed someone's life -- usually without even realizing it. In this funny talk, Drew Dudley calls on all of us to celebrate **leadership** as the everyday act of improving each other's lives. (Filmed at TEDxToronto.)

http://www.ted.com/talks/drew_dudley_everyday_leadership.html

David Logan: Tribal leadership



What we're really here to talk about is the "how." Okay, so how exactly do we create this world-shattering, if you will, innovation? Now, I want to tell you a quick story. We'll go back a little more than a year. In fact, the date -- I'm curious to know if any of ...

http://www.ted.com/talks/david_logan_on_tribal_leadership.html



GOOGLE PLAY

Official TED app is also available on Google Play for your favorite Android devices.



iPAD & iPHONE

Get the official TED application for your favorite Apple device.



AMAZON APPS

Available on the Amazon Appstore for all kinds of Android devices, including the Amazon Kindle Fire.

Slideshare is your library of presentations, pdf's, videos and webinars. It's the crowdsourcing solution for educating yourself with a diverse educational and professional community contributing material and sharing comments.

What to Do

- Connect your LinkedIn and Slideshare account to maximize the benefits of both
- Upload your own content to get feedback from the slideshare community
- Subscribe to the newsletter for the top presentations of the week or view the top presentations of the day through the site

The Benefits

- Access to knowledge through crowdsourced information
- From Students, CEOs to professional speakers, Slideshare has content from all levels of contributors
- Embed presentations into your blog to add visual punch

Online courses provided by top-universities around the world in a wide collection of topics. [Coursera](https://www.coursera.org) allows you to watch lectures at your own pace, take tests to assess your knowledge and interact with a community of students and teachers.

What to Do

- Take a sequence of courses in a specialized topic
- Sign up for courses which are inline with skillsets your future dream job require
- Sign up for the Signature Track which earns you a Verified Certificate

The Benefits

- Professional courses can really help advance careers
- Enhance your knowledge, skills and abilities at no monetary cost
- Earn a Verified Certificate which is recognized by universities



Fundamentals of Computing
Rice University



Challenges in Global Affairs
Leiden & UNIGE



Case Western Reserve University
Inspiring Leadership through Emotional Intelligence
with Richard Boyatzis



University of Virginia
Grow to Greatness: Smart Growth for Private Businesses, Part II
with Edward D. Hess



AUTHORITY BUILDING TOOLS

Become a thought leader in your industry to increase the chances of landing your next dream job. Whether it's answering other peoples' questions or writing your own blog, the next three social media tools are a great way to leave your knowledge footprint.

WordPress.com

Quora

about.me

Quora is a community of 1.5 million professionals answering business questions. Quora answers often get syndicated in major publications such as Forbes which helps build the author's credibility.

What to Do

- Answer questions to establish yourself as a subject matter expert
- Connect Quora to one of your social media accounts to broadcast your activity
- Upvote others' answers and connect with top-notch business professionals in your industry

The Benefits

- Sharing your knowledge is the best way to build your authority
- Quora answers typically get more exposure than a blog for your personal brand
- You have a chance to make the right global network connections to propel your career

★ What makes someone a great product manager at Google? E

What are the necessary and ideal qualities to have?

Edit

[Comment](#) - [Share](#) (16) - [Report](#) - [Options](#)

6 Answers

[Ask to Answer](#)

Sarah Suhail [Edit Bio](#) • [Make Anonymous](#)

Add your answer, or [answer later](#).



1.2k

Edward Ho, Former Google Engineer.

Votes by **Hunter Walk** (worked at google from 2003-13), **Edmond Lau** (Ex-Google Search Quality Engineer), **Ken Norton** (Product Manager at Google), **Ankur Pansari** (Sales Engineer at Google from 2006-2007), **Robert Love** (I work at Google on web search.), and 1208 more.

Alright, I'll give this a shot based on my experience working at Google with the best product managers I've ever seen anywhere. I am not a PM so these are based on my observation of the best at Google.

1. Take ownership of the product and all issues related to it. This goes a long way, if you own the product, you are the first one looking for bugs, first communicating with users and first worrying about whether or not you got it right. You're always first to volunteer to do the many varied tasks that go along

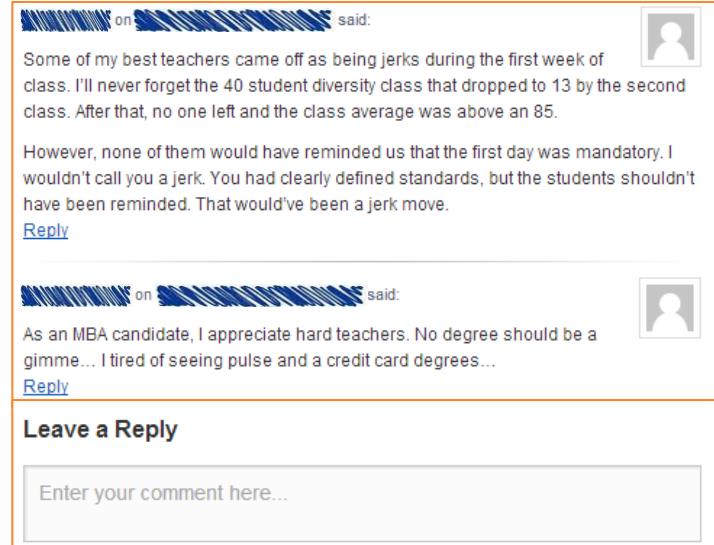
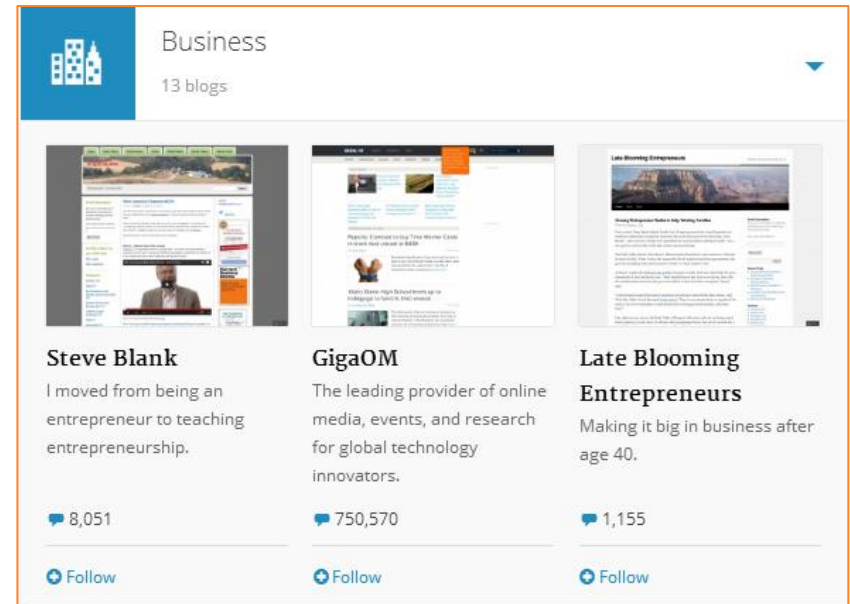
Wordpress is a simple blogging solution with free templates and a community of bloggers to share content with. Suitable for professionals and newbies, Wordpress lets you blog like a pro.

What to Do

- Blog regularly about an industry topic you care about
- Subscribe to other blogs in your niche
- Add comments to other blogs so that more people outside of your circle can discover your content

The Benefits

- Blogging helps you get clarity on your ideas and polish them up
- Discover what others are doing in your industry to stay on top of news and trends
- Expand your network and get traffic to your blog through valuable comments that you write



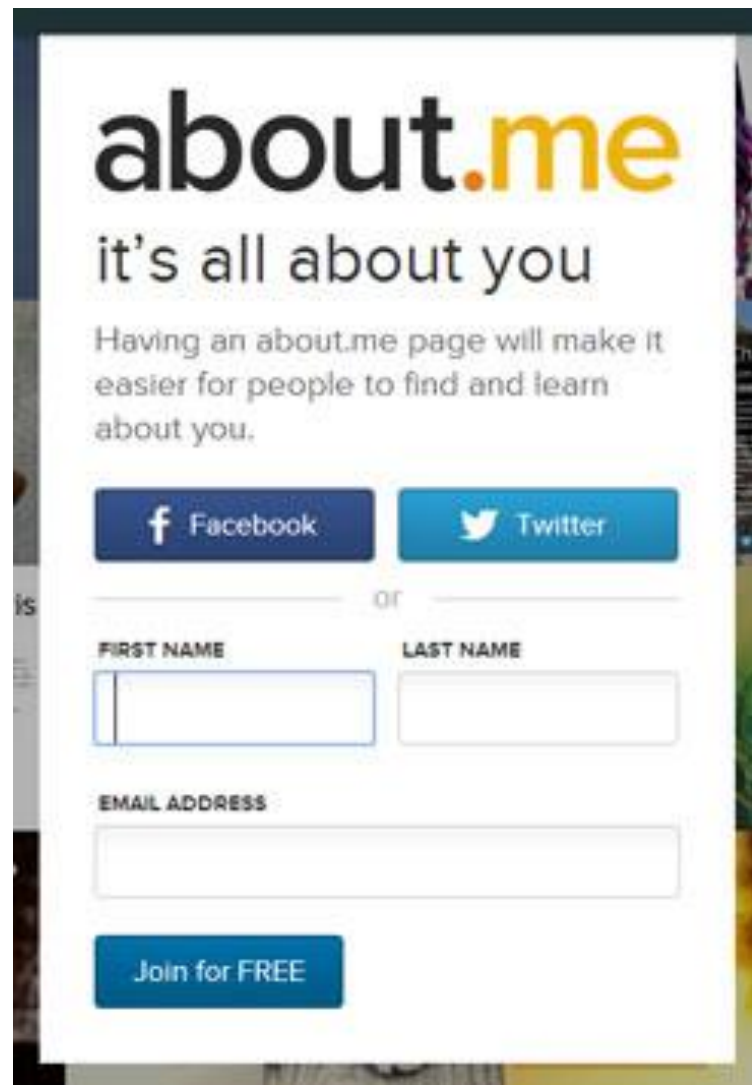
[About.me](#) is one of the simplest yet most effective ways of displaying your information in a cohesive way. It brings together your different online accounts all in one place.

What to Do

- Share your about.me page on your email signature and social media bio's
- Create a homepage to develop a personal landing site
- Use the about.me [wordpress](#) widget so readers can learn more about you

The Benefits

- About.me results are highly likely to show up on the first page of Google search results – it's a simple way to build search engine authority
- Your about.me page acts as a hub on the internet to all things about you and is an easy, memorable URL reference to give out to people verbally or on your business cards
- It offers you full control of your personal brand and where you want to direct people to learn more about you



The image shows a screenshot of the about.me website's sign-up page. At the top, the 'about.me' logo is displayed in a large, bold, black font, with the '.me' part in orange. Below the logo, the tagline 'it's all about you' is written in a smaller, black font. A paragraph of text follows: 'Having an about.me page will make it easier for people to find and learn about you.' Below this text are two social media buttons: a dark blue button with a white Facebook 'f' logo and the word 'Facebook', and a light blue button with a white Twitter bird logo and the word 'Twitter'. Below these buttons is a horizontal line with the word 'OR' in the center. Underneath the line are two input fields: 'FIRST NAME' and 'LAST NAME'. Below these fields is a single input field for 'EMAIL ADDRESS'. At the bottom of the form is a dark blue button with the text 'Join for FREE' in white.

WORKPLACE PRODUCTIVITY TOOLS

Enhance your workplace productivity to acquire stellar recommendation letters and performance appraisals. Check out these 3 tools for internal networking, organizing, project management and much more.



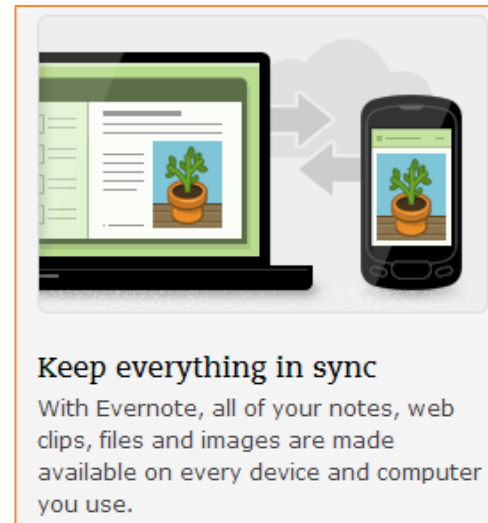
“Note taking on steroids” summarizes [Evernote](#). Sync between devices, add images and audio content, clip web pages – all of which lets team members share research and notes.

What to Do

- Download and sync Evernote, [Skitch](#), [Web Clipper](#) and [Clearly](#) for your laptop and mobile devices
- Use Evernote to save and annotate important email threads
- Take notes and have them available anytime, anywhere on all your devices

The Benefits

- Take notes in text, audio, image, html – numerous file formats are supported
- Time sensitive email can be saved in topic or person folders so they don't get lost
- All your ideas, research and notes will all be in one place



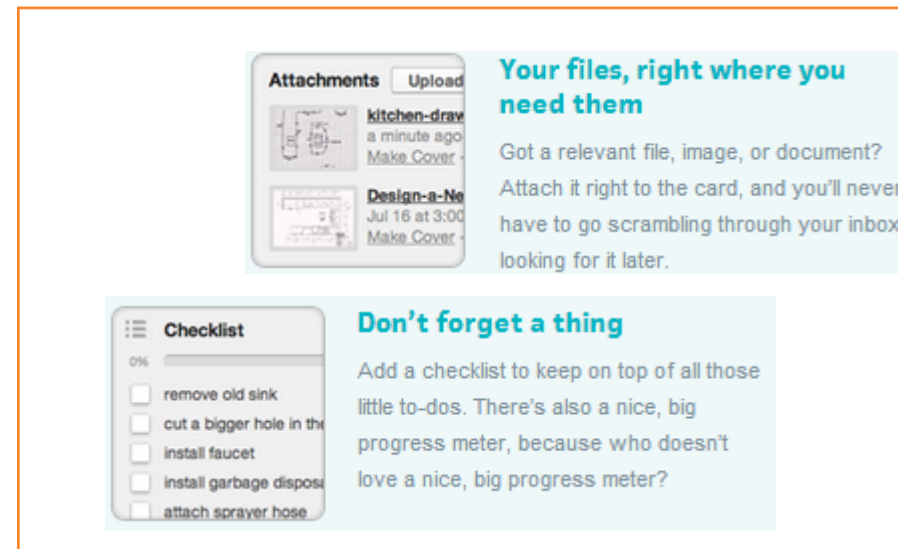
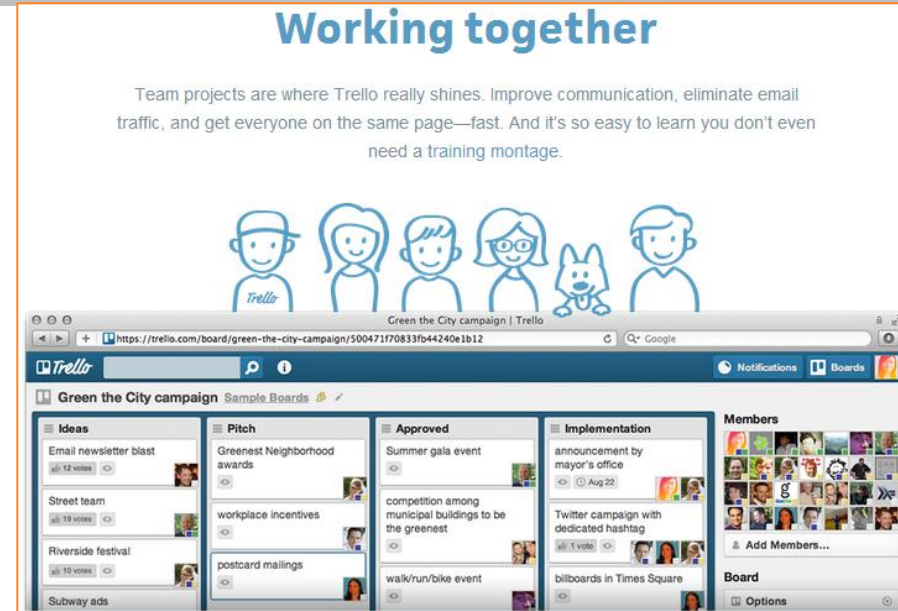
Trello is a tool for organizing workflows and sharing everything about a project with your team. It's like having a virtual whiteboard with post-it notes for online project management.

What to Do

- Set due dates, create checklists, organize and assign tasks to team members
- Share documents by attaching files from your desktop or Google Drive
- Familiarize yourself with the simple power of Trello's To-Do lists

The Benefits

- Completely mobile, you can integrate Trello on your laptop, tablet and cellphone
- SSL/HTTPS security means Trello's secure for business use
- They even back everything up so that you can retrieve information from a secondary source



Asana is aimed at those who are looking for an alternate to email for collaboration. It provides a way to manage tasks, get updates on progress and organize ideas, plans and deadlines all without email.

What to Do

- Organize large scale projects into sections and assign teams their tasks and deadlines
- Use the task list and focus mode to get things done on time
- Use tags to organize your tasks into specific categories

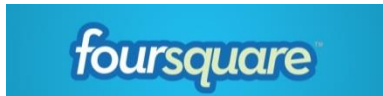
The Benefits

- By fully implementing Asana you can automatically segregate your business and personal life - digitally at least
- Putting tasks in 'focus mode' helps you complete your most important things first
- Tagging adds multidimensional categories to tasks such as department, status or importance



EXTERNAL NETWORKING TOOLS

Connect with people outside your organization and comfort zone to advance your career – they may be the lead for your next career jump. These tools help you expand and strengthen your external network.



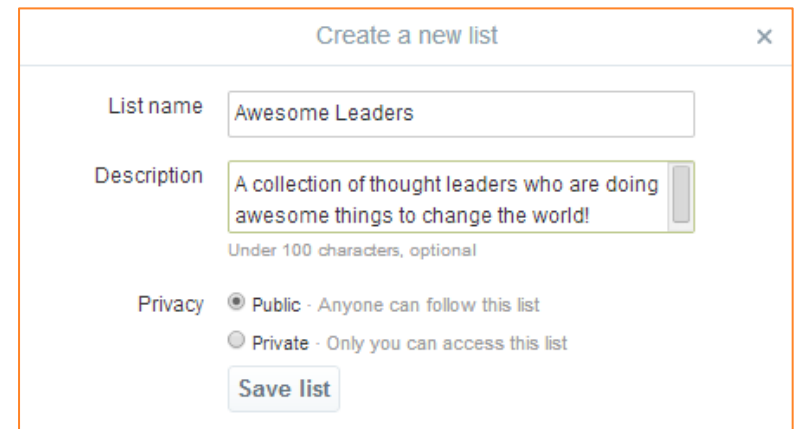
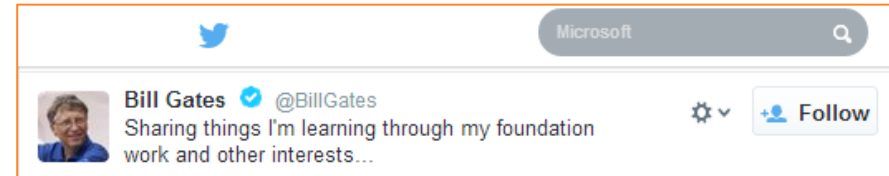
140 character updates has become a popular tool for many professionals because of the relatively low barrier of maintaining a [Twitter](#) account.

What to Do

- Find people from companies you want to work for and interact with them
- Know the hashtags influencers use and are interested in
- Create lists with flattering names such as “Awesome Leaders” and add people you want to positively influence to it. Makes sure it’s public so everyone can see it

The Benefits

- You can have one-on-one conversations with recruiters even before you score the interview
- Take part in conversations with regular hashtags used in your industry – this will help cement your expert status
- Adding people to lists often opens the door for conversations



Groups within LinkedIn are like conference rooms where professionals of a certain industry or interest get together and talk. It's a way to post updates, share news or add your own post links.

What to Do

- Complete your profile and keep it current
- Join groups from noticeable companies and others relevant to your industry
- Jump into conversations, ask questions and if you're writing your own blog (which you should be) share your new posts to every group you join

The Benefits

- LinkedIn is one way to have a constantly updated online resume
- A great way to advance your career is to be considered an expert in your field by becoming a well-known contributor to LinkedIn Groups
- A very good amount of blog traffic can be generated from LinkedIn

The screenshot shows the LinkedIn search interface with the search bar containing 'human resource'. Below the search bar, it indicates '3,067 results for human resource'. The left sidebar shows filters for 'All', 'Groups', 'Relationship', 'Categories', and 'Languages'. The main content area displays a list of groups:

- SHRM (Society for Human Resource Management) Official Group**: This is the official LinkedIn group for the Society for Human Resource Management (SHRM). Follow us for updates on HR. ... Very Active: 1,260 discussions this month · 135,295 members · 934 in your network · Similar
- Human Resource Management**: This is a worldwide professional group, for everybody working in, or related with Human Resource Management and HR business. 568 discussions · 64,717 members · 1,023 in your network · Similar
- SHRM (Society for Human Resource Management) UV SHRM Networking Tool**: The Society for Human Resource Management is the world's largest professional association devoted to HR management. ... Very Active: 156 discussions this month · 19,538 members · 276 in your network · Similar
- Linked:HR (#1 Human Resources Group)**: Linked:HR is the largest, professional Human... of these disciplines, Linked:HR is both a resource... Very Active: 56 discussions this month · 827,879 members · 5,404 in your network · Similar

Why do so few HR professionals pursue degrees in finance or business administration?

Janet Walsh
Top Contributor

In reviewing SHRM scholarship submissions virtually all of the applications I reviewed were from individuals with degrees in organizational development, behavior, psychology or HR. None ...

Like (139) · Comment (272) · Follow · January 2, 2013

👍 Aamir Haider Butt, DE-NEUS DE-NEUS and 137 others like this

See all 272 comments

Denis Daly MSc MBA This is a good question Janet, thanks for posting. Well most MBA's cover at least corporate finance. I think it is important that HR ...

2 days ago

Senga McGee I have an Accounting degree, I have worked in General Accounting, Corporate Finance, I was a plant controller and I ran a purchasing ...

2 days ago

BS Rao CEO Coach & Board Advisor This is a great observation. Today, HR function is moving from cost centre into profit centre. In the wisdom age

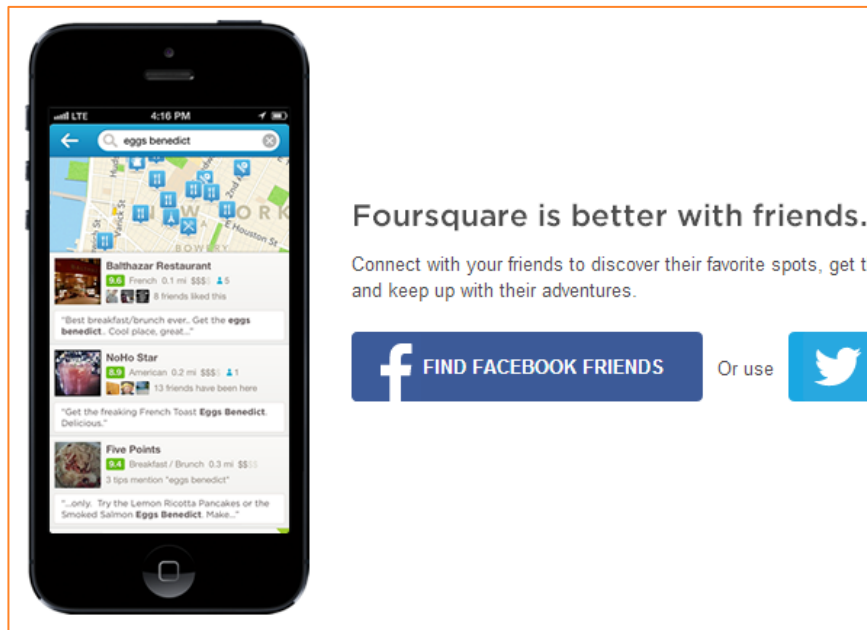
Ever want to meet a group of people that you know only through one of your Social Media accounts? [Foursquare](https://www.foursquare.com) can help you do that. It's designed to help people find places to meet based on their personal preferences.

What to Do

- Check-in to places when you go somewhere so others on your social network know where you are
- Find your friends, ESPECIALLY professional acquaintances from Facebook, Twitter or Gmail and the ones you don't meet with very often
- Find events where you could network with professionals in your area

The Benefits

- Foursquare allows you to know what's going on around you or a city you'll be travelling to
- It's an easy way to coordinate a get-together with professional acquaintances
- Companies often add tips so it's a good way to get to know more about them before working there



Foursquare is better with friends.

Connect with your friends to discover their favorite spots, get the most out of your adventures, and keep up with their adventures.

 **FIND FACEBOOK FRIENDS** Or use 

JOB HUNTING TOOLS

Perhaps the most active step in taking your career to the next level is job hunting. You have to have the right resources to find and capture the job that you want. The follow three tools help you do just that – from creating your CV to pitching your profile and sharing your resume.



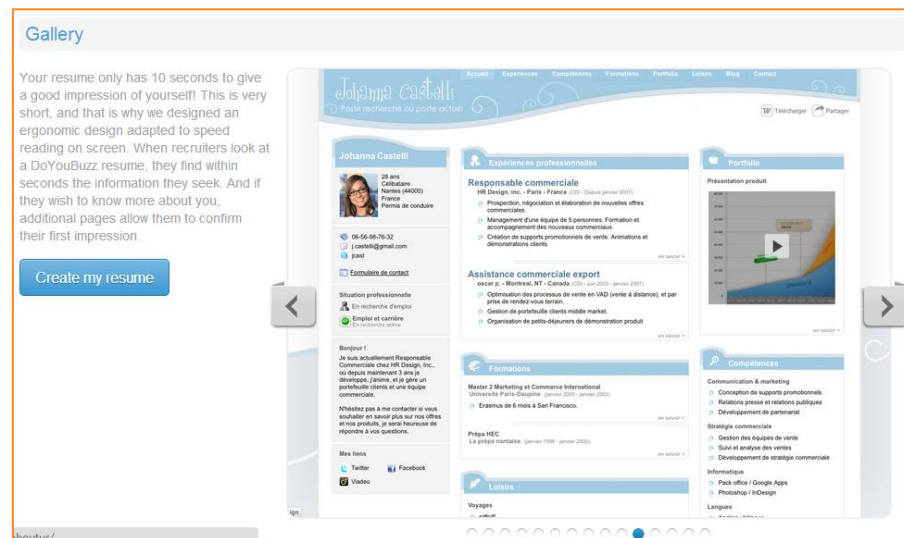
The beginning of job hunting starts with having a snazzy resume. [DoYouBuzz](http://doyoubuzz.com) provides templates for creating CVs, storing them online, exporting .pdf versions and even statistics for premium users.

What to Do

- Use a design template to make your CV stand out
- Go through the gallery to get ideas on different CV designs
- Consider purchasing the premium version for multiple language options, statistics, extra designs and more

The Benefits

- With 15 free templates, there's a design suitable for every profession
- Recruiters are overloaded with CVs – having a unique resume increases your chances of capturing their attention
- For serious job hunters, being able to translate their CVs and getting statistics on who's looking at them is worth the cost of the premium account



Standard	Premium
Benefit from a stylish and efficient resume	The best of DoYouBuzz for less than \$3.30 / month
Free	(\$39 / year)
✓ Online Resume ✓ Optimal referencing ✓ Upload your CV ✗ Personalized URL ✗ Access to Premium designs ✗ Advanced statistics ✗ Foreign languages ✗ Unlimited resumes ✗ Unlimited portfolio	✓ Online Resume ✓ Optimal referencing ✓ Upload your CV ✓ Personalized URL ✓ Access to Premium designs ✓ Advanced statistics ✓ Foreign languages ✓ Unlimited resumes ✓ Unlimited portfolio

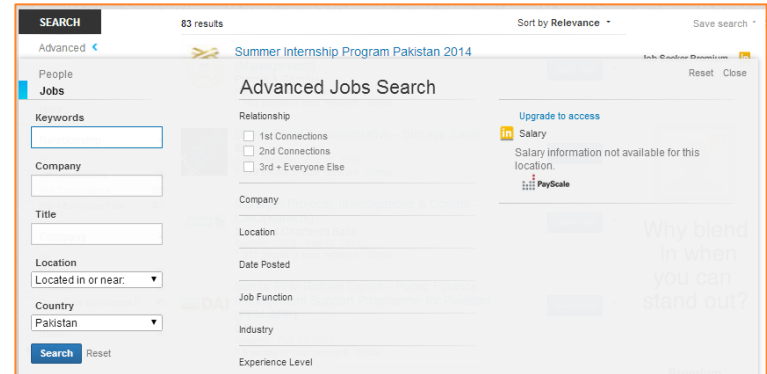
With over 90% of recruiters on [LinkedIn](#), it's the first place to hunt for your next job. You can get recommended job listings based on your profile or search for a job with your own specifications.

What to Do

- Discover jobs in your own network
- Use the advanced search to find jobs according to country, zip code, industry, function and more
- Get special placement as a featured job applicant for a small fee

The Benefits

- You'll automatically be provided a list of relevant jobs based on your profile
- You can get email alerts for jobs that you may be interested in so you don't have to stay alert on LinkedIn itself all the time
- Because job activity is private, you don't need to worry that your current employer will find out that you're browsing for jobs



Move to the top of the list

Get special placement as a featured applicant



BeKnown combines the Monster job search with the ability to connect to professionals at their listed companies. It integrates with Facebook and keeps your business and professional connections separate.

What to Do

- Connect your Facebook account with BeKnown to find which of your friends work in company
- Search for jobs through Monster's network and see if someone you already know works there
- Share your Monster profile with a company or use your profile to create a new resume

The Benefits

- Sometimes all you need is a foot in the door to advance your career in a new organization – that's exactly what BeKnown does
- An offshoot of Monster.com, it lets you use your existing network to get ahead in your job search
- Monster lets you maintain a current online resume or spice up your existing one

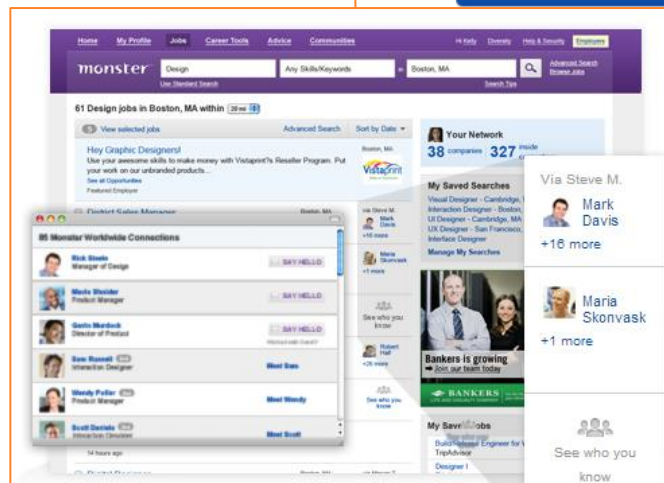


"I want to do more with my existing network."

You don't need to create a new network on Monster - simply connect with Facebook and we'll show you how you're already connected to the jobs you want.



Connect with Facebook



"I want to find a new job."

Search for jobs the way you always do on Monster. But now when you get your job search results you'll also see who you know at each company.

FIND JOBS

Acknowledgements

The logo for engageconsulting features the word "engageconsulting" in a lowercase, orange, sans-serif font. The text is enclosed within a thin, light blue rectangular border.

www.engageconsulting.biz

The logo for wordPL features the word "wordPL" in a bold, dark red, sans-serif font. Below it, the words "Content Marketing & Social Media" are written in a smaller, black, sans-serif font.

www.wordpl.net



Paul Keijzer's

SOCIAL MEDIA TOOLKIT

15 SOCIAL MEDIA TOOLS TO ADVANCE YOUR CAREER



www.paulkeijzer.com