



# THE CAREER COUNSELOR'S GUIDE TO FACEBOOK

by Kevin Grubb, Shannon Conklin, and Megan Wolleben



National Association of Colleges and Employers  
62 Highland Avenue • Bethlehem, PA 18017  
Phone: 800.544.5272 • [www.naceweb.org](http://www.naceweb.org)

### **3 CREATING A STRONG PROFILE AND PERSONAL BRAND ON FACEBOOK**

Profile Photos and Cover Photos  
Editing the “About” Section  
A Note about Privacy Settings

### **6 NETWORKING AND CONNECTING PROFESSIONALLY ON FACEBOOK**

Facebook’s Search  
Friend Lists  
Status Updates and Articles  
Company Pages  
Groups and Topic Pages

### **12 FINDING JOB AND INTERNSHIP LISTINGS ON FACEBOOK**

The Social Jobs Partnership and App  
Additional Facebook Job and Internship Search Applications  
    BeKnown  
    Glassdoor.com  
Company Pages and Graph Search to Identify Opportunities



Copyright 2013 by the National Association of Colleges and Employers. No part of this publication may be used, adapted, or reproduced in any manner without written permission.

*Facebook, the world's largest social network, is a website through which an individual can create a profile, connect with "friends," and share updates with the world about their lives. There are more than one billion Facebook users and numerous ways to interact with people on this site. Facebook also has numerous features and pages relevant to job seekers. This guide will speak to ways students can use Facebook as a means to:*

**Establish** a professional presence online using Facebook's profile options.

**Create** friend lists to effectively manage connections on Facebook.

**Connect** with organizations, industries, and groups relevant to their career interests.

**Find** job and internship listings using Facebook pages and apps.

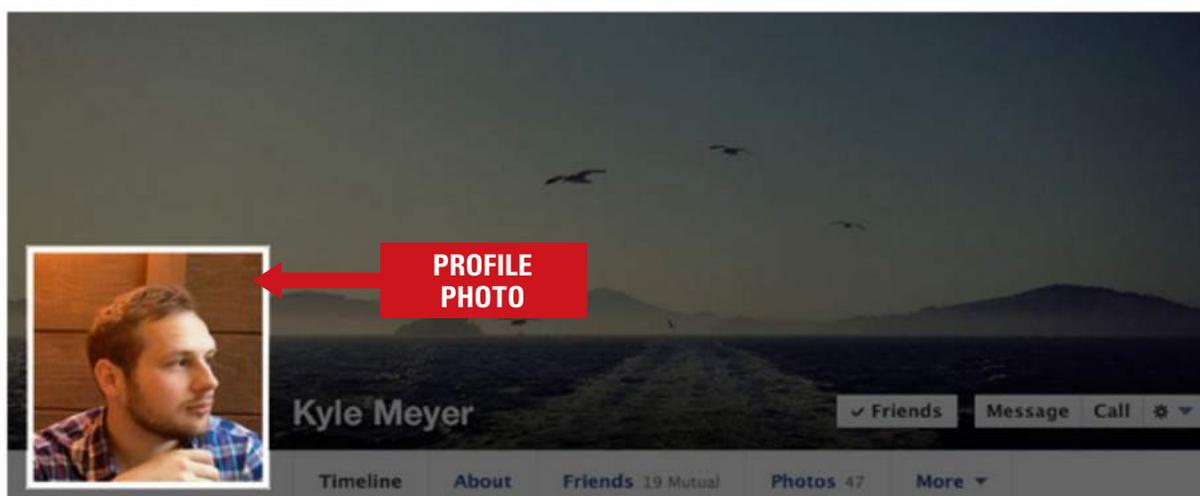
## CREATING A STRONG PROFILE AND PERSONAL BRAND ON FACEBOOK

Many students with whom you meet will already have experience with Facebook, though considering it a network for professional purposes might be new to them. As with other social networks, the place to begin is with setting up a profile to make sure students are portrayed in a positive light.

### PROFILE PHOTOS AND COVER PHOTOS

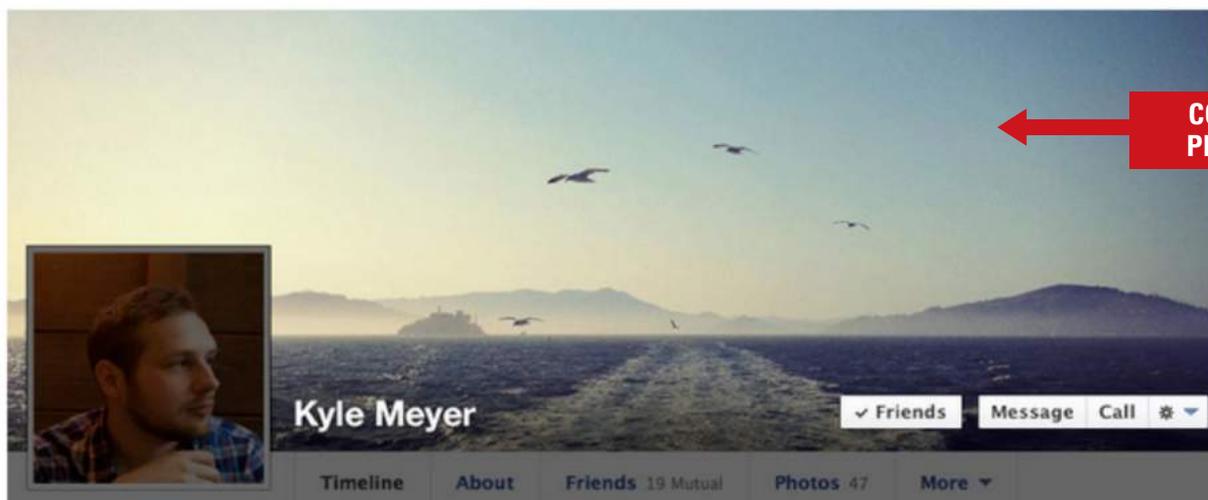
At the top of all Facebook users' profile pages are both their profile photo and cover photo. [Facebook's Help section](#) has some basic, helpful information about the difference between the two.

Your profile picture is the picture that friends see next to your name everywhere on Facebook. This is how people recognize you.



## CREATING A STRONG PROFILE

Your cover photo is the large image at the top of your timeline. This is your chance to feature a unique image that represents who you are or what you care about.



It should be noted that cover photos and profile photos are public by default, so it would be important to remind students of that as well.

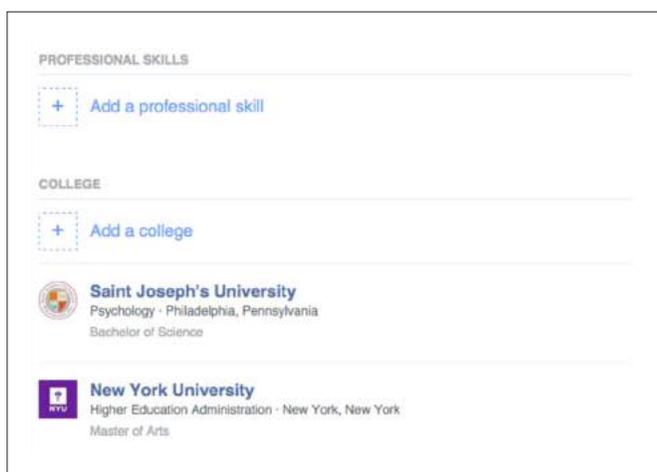
Because the profile photo is the image seen around Facebook whenever a user posts anywhere, it's important to encourage students to use a professional headshot for this photo. That way, they will be recognizable when they begin contributing to their networks.

Good cover photos might include a headshot, an image of the student among friends or with a student organization, or, for those interested in fields with design work involved, perhaps a personal logo or collage of images he or she created.

### EDITING THE “ABOUT” SECTION

The “About” section of a Facebook user’s profile is where a student can enter things like work and educational experience, a bio, website, links to other social networks, and much more. The “About” section has similarities to a LinkedIn profile, but Facebook’s fields allow for information like “favorite quotations,” and can even include a user’s interests in books, movies, music, and TV shows. There are many options with Facebook profiles and students can take advantage of all of them. However, for professional purposes, there are some sections—“Work and Education,” “Details About You,” and “Contact Information”—that matter more than others.

**Work and Education**—As with any intended professional presence online, students will benefit the most from putting career-related information into their profiles on Facebook. Here, students can include their work experience and educational institutions attended. Including titles, keywords, and descriptions of experience could all be valuable here, so when others land on the student’s profile, the visitor can determine skills and experiences that may be relevant to an internship or job. In addition, when a user adds schools and employers, Facebook will be able to recommend connections, groups, and more based on those institutions.



This can help a student build a community on Facebook. Additionally, this section of a Facebook profile allows users to add in “Professional Skills,” which can help a user quickly explain his or her top competencies.

**Details About You**—This area of a profile has an open space (“About You”) for students to write about themselves. Encourage students to consider this a place to talk about what they have accomplished and where they’d like to go in the future. This section could be considered similarly to a LinkedIn summary, though it would be important to remember that Facebook is not solely a professional network. Keeping in mind the audience and their state of mind is important for good social networking use. The “Favorite Quotes” area here can be a space for students to add some personality to their profile, too.

**ABOUT YOU**

+ Write some details about yourself

---

**NAME PRONUNCIATION**

+ How do you pronounce your name?

---

**OTHER NAMES**

+ Add a nickname, a birth name...

---

**FAVORITE QUOTES**

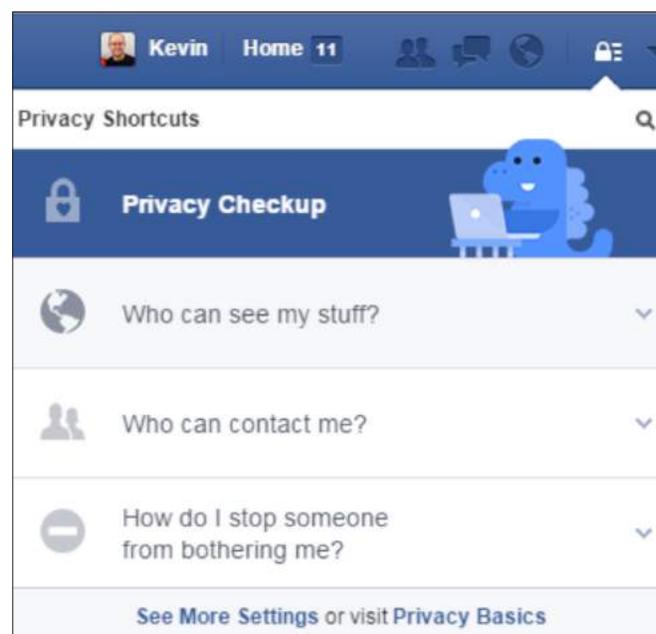
+ Add your favorite quotations

### A NOTE ABOUT PRIVACY SETTINGS

Many students entering colleges and universities have grown up with social media always around them. They are aware that it’s important to consider privacy settings, and almost no other network has received more scrutiny for this than Facebook. When discussing privacy settings with students, we recommend being positive about things. Facebook does change privacy settings

regularly, so it is critical to stay on top of the latest changes.

Facebook’s latest update to privacy settings includes a shortcut at the top right of the navigation bar that looks like this:



In addition, [Facebook’s Help Center on privacy information](#) can be a useful resource to keep track of the changes.

# NETWORKING AND CONNECTING PROFESSIONALLY ON FACEBOOK

Many students might think Facebook and professional networking are like water and oil: They cannot be mixed. But, with more than one billion users on Facebook, and the number of connections a student may already have there, it's hard to deny there is great possibility to make connections on this network. Friends or not, these connections can help students professionally. Once students take the necessary steps to set up their profiles to be more professional and start exploring ways to network on Facebook, they will

see that the two—Facebook and professionalism—can be blended.

## FACEBOOK'S SEARCH

In 2013, Facebook rolled out a new way to search the social network called “Graph Search,” which it described as a way to “find more of what you’re looking for through your friends and connections.” Now, Graph Search has been rolled into Facebook’s search functionality for the site.

The search capability allows a user to intuitively

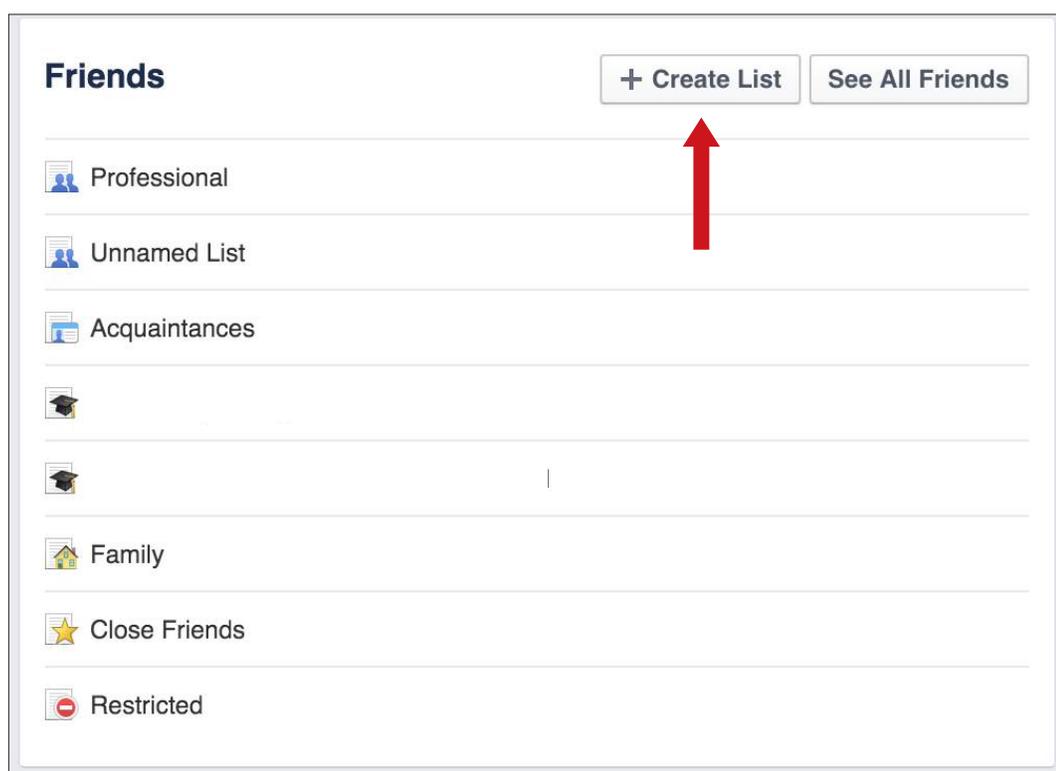


search Facebook, and the functionality is a bit different from a Google search. Students can use this in a professional way and reach new connections by typing in a search like “People who work for [insert organization name] and went to [insert college/university name]” or perhaps “People who went to [insert college/university name] and majored in [insert major].” These types of searches would yield results of those who are both already friends and those in their existing networks. This could be a great way for students to meet new people who could have similar professional interests and could provide a connection or resource.

Beyond Graph Search, there are four key actions a student can take to use Facebook to build professional connections: creating friend lists, sharing professional status updates and articles, exploring company pages, and joining groups.

### FRIEND LISTS

While Facebook privacy settings can be confusing, cumbersome, and ever-changing, creating a list for professional contacts is an easy step students can take to ensure proper information is shared, or not shared, with certain populations. Students can do this by going to their friends list and choosing to “Create List.”



Then, simply, create a list:

Students can start with any current connections that fit this category and can add more members at any time. Some students may already have lists, with names like “Friends,” “Adults,” or “Family.”

### STATUS UPDATES AND ARTICLES

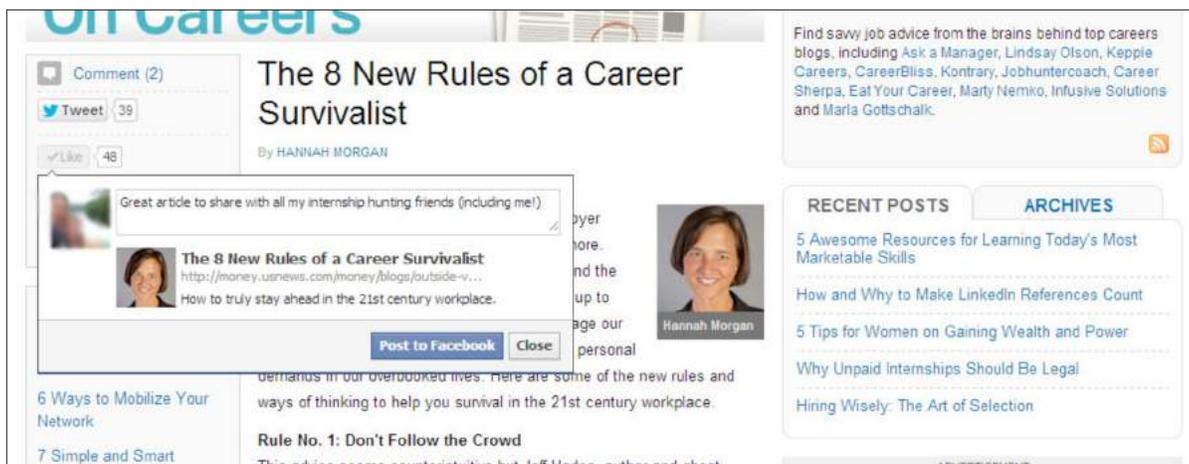
Once lists are created, it is easy to share certain status updates, photos, and other profile information with only members of lists that a student chooses. Conversely, students can also not share elements of their profile or updates with certain people or lists.

Encourage students to share status updates about job or internship searches, as this may lead them to people who can help or even referrals to someone they know who can help. Students can also share professional status updates about projects, leadership positions, internships, or classes. If a student isn’t sure what a professional status update would look like, have them think about:

- Any class or group projects they are working on.
- Any of their leadership positions (something like, “Great student government meeting tonight—so glad to be part of great things happening here at [university/college].”)
- Internships or summer jobs.
- Any interesting articles or books they’ve read in class.
- What they are learning in a class or from a guest lecture on campus.

When students post updates about these experiences or job searching, they may draw people out of their network that they didn’t know could help or create a new connection with an existing friend.

Many news sources have ways to easily share articles built into their platforms. This is an easy way for students to share what they are reading, which can help show their interest in a certain field or industry.



**COMPANY PAGES**

Many companies and brands have a Facebook page. These are great places for students to see if they already have a connection in their network to a company for which they would like to work. Furthermore, pages are a great resource for

students to find out what is happening at the company, get a sense of the culture, and what news matters to the industry. All of this can be beneficial when preparing for an interview or upcoming networking event.



**STUDENTS CAN WRITE A DIRECT MESSAGE TO A COMPANY FROM A FACEBOOK PAGE USING THIS BUTTON.**

**PERHAPS A FRIEND ON FACEBOOK WORKS AT THE ORGANIZATION OR KNOWS SOMEONE WHO DOES.**

## NETWORKING AND CONNECTING

### GROUPS AND TOPIC PAGES

While not as prolific as Facebook pages, and a bit harder to find, groups can offer a unique way to network on Facebook. Students should search for groups relating to their interests, internships, and industry preferences. As with LinkedIn, if a student joins a group, encourage him or her to become a

valuable contributor to that community to help promote his or her understanding, knowledge, and interest within that community. Facebook groups allow people to share pictures, videos, and links all within the group. Another benefit of groups is that students can e-mail group members very easily, which is not the case for pages.

The screenshot shows a Facebook group page for "EY FSO 2015 Summer Interns". The cover image features a person in a red jacket and ski gear on a mountain slope. A yellow text box on the cover reads: "Students worldwide from Minneapolis to Mumbai voted EY #2 on Universum's 2014 'World's Most Attractive Employers' list. We're building a better working world. Starting with yours." To the right of the cover is a circular badge that says "WORLD'S MOST ATTRACTIVE EMPLOYERS TOP 50 UNIVERSUM 2014". Below the cover, there is a "Join Group" button and a "Closed Group" indicator. The main content area includes a "Join this group to see the discussion, post and comment." prompt with a green "+ Join Group" button. Below this, there is a "Members (808)" section with a "See All" link. Under "Admins", there is a profile for Ritu Malhotra. Under "Other Members", there are several profile pictures and names: Angel He, Rajae Fahim, Max Sauberma n, Lru Khanh Linh Kc, Nam Tuấn Nguyễn, and Karthik Challuri. On the right side of the page, there is a "MEMBERS 808 Members" section with a row of small profile pictures. Below that is a "CREATE NEW GROUPS" section with the text "Groups make it easier than ever to share with friends, family and teammates." and a "Create Group" button. At the bottom right, there is another "CREATE NEW GROUPS" section with a "Friends Who Like" section and a "Get Started" button.

Facebook will also suggest groups based on interests and friends. Encourage students to check this out when it pops up and to view all groups. There may be a great resource or community in these suggestions.

Top News People Photos **Groups** More ▾

---



**Women in STEM Club** +1 Join

Closed Group

The mission of Women in Science, Technology, Engineering, and Mathematics (STEM) Club is to promote women in STE...  
10 members

---



**Jane Street Women in STEM 2014** +1 Join

Closed Group

Hey all! I figured this group would be the best way to communicate as we are all scattered across the country (g...  
69 members

---



**Women in STEM Asia** +1 Join

Closed Group

The aim of this group is to motivate women and engage them in discussing STEM (Science, Technology, Engineering ...  
10 members

---



**Women in STEM** +1 Join

Closed Group

Women In Science Technology Engineering and Math is an initiative by The Meera Kaul Foundation to prepare, suppo...  
689 members

# FINDING JOB AND INTERNSHIP LISTINGS ON FACEBOOK

Facebook has developed partnerships and a range of tools over the last few years to help college students find job and internships via its platform. More recently, its Graph Search, as reviewed in the previous section, has enhanced an individual's ability to identify opportunities. With these elements combined, students with any interest can find a variety of job and internship listings through this networking powerhouse. In this section, we'll discuss the following:

- The Social Jobs Partnership
- Additional job and internship search Facebook applications
- Company pages and Graph Search to identify opportunities

With each tool discussed below, emphasize to students the importance of exercising caution

with the use of applications, as well as the professionalism of their interactions.

## THE SOCIAL JOBS PARTNERSHIP AND APP

In 2011, Facebook began to incorporate users' professional lives into the platform and transform its image from a largely recreational social network to one that can be used for professional networking. The [Social Jobs Partnership](#) was established as a collaboration between Facebook, the U.S. Department of Labor, the National Association of Colleges and Employers (NACE), DirectEmployers Association (DE), and the National Association of State Workforce Agencies (NASWA). This partnership, and the professional opportunities it provides, is something students who are seeking jobs and internships should definitely "Like."

**CONNECTED RESOURCES TO AID IN STUDENTS' JOB/ INTERNSHIP SEARCH.**

APPS

- Search Jobs
- Career Resources
- Livestream



To leverage this unique partnership, students have the option to select from various connected apps to search for job and internship listings, and get career advice and other resources for their professional development.

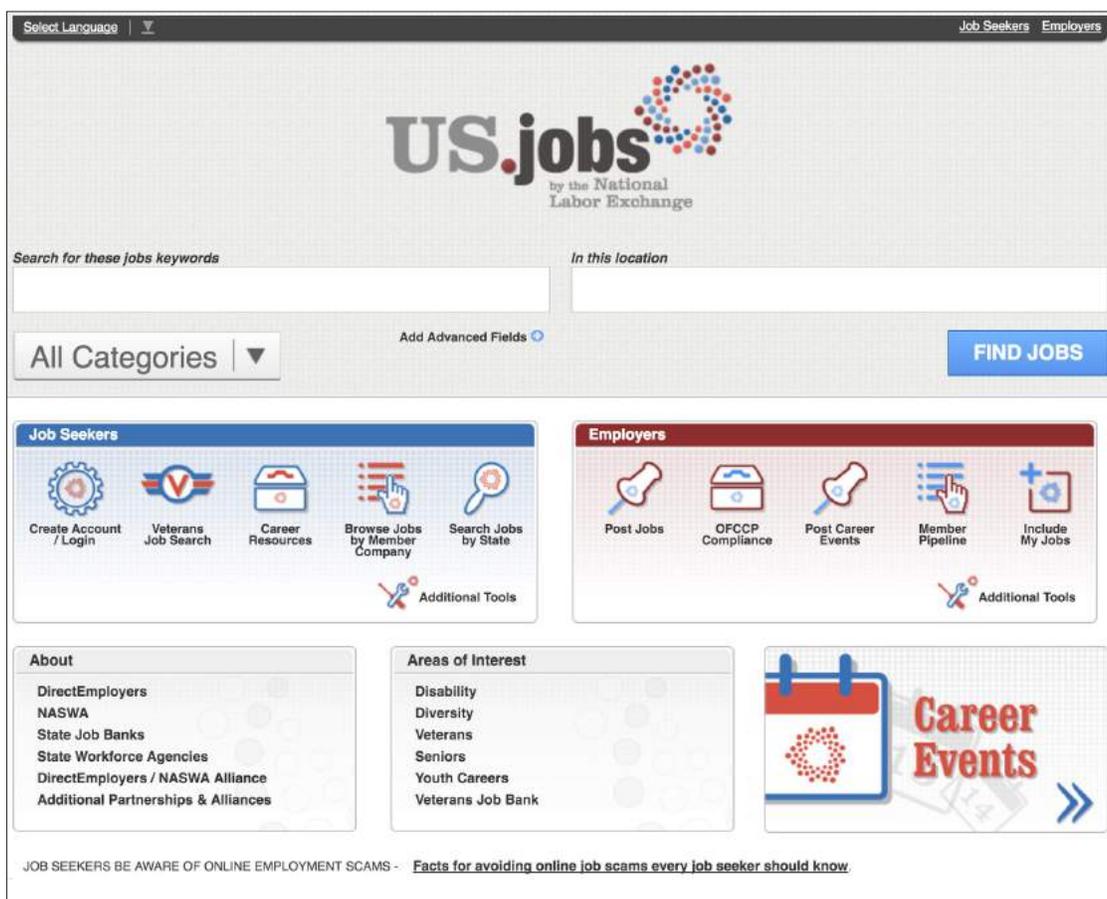
This Social Jobs Search application advises students on how to use Graph Search. It reiterates

the advice discussed in the previous section of this guide, but has the advantage of giving students an insider's look on how recruiters use Facebook for recruiting. By liking this page, students can refer to this advice when they are logged in and actively searching on the platform, as well as leverage the unique insights compiled by Facebook itself.

Under “Career Resources,” the partnership links to My Next Move, My Skills My Future, Registered Apprenticeships, Job Corps, NACELink, and The National Labor Exchange. These resources put extensive job/internship search engines at students’ fingertips through Facebook.

For example, by selecting the link to the National Labor Exchange, students are taken outside of Facebook to the direct website where they can search by location, occupation title, and more. Additionally, they can access information on career events and additional resources by interest.

## FINDING JOBS AND INTERNSHIPS



FROM  
FACEBOOK TO  
A SEARCH  
ENGINE,  
SEAMLESSLY.

***TIP: Remind students that when they are redirected to any sites or applications to exercise caution, use their own judgment to verify the legitimacy of positions, and consider what information they share.***

### ADDITIONAL FACEBOOK JOB AND INTERNSHIP SEARCH RESOURCES

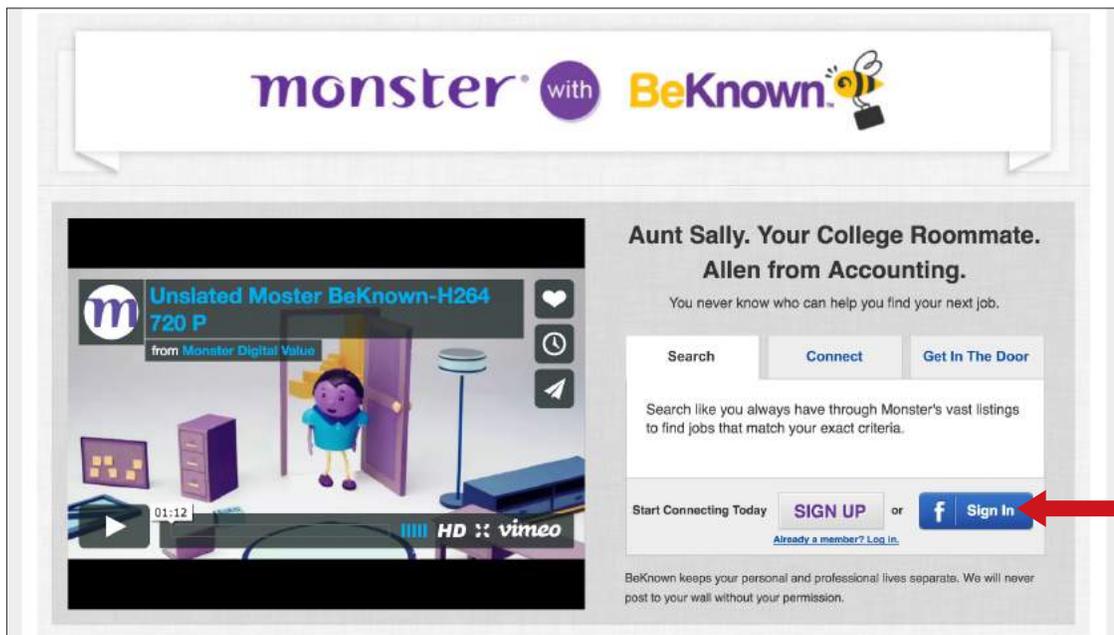
There are a variety of other resources to which students can sign in using their Facebook account and leverage their established network for job and

internship searches. As mentioned above, with any applications, students need to exercise caution and consider the access they are granting developers when a new application is installed on their profile or they sign in using Facebook. Applications might ask for permission to post on a user's wall or a user's friends' walls, or access their current city, work history, or more. With that in mind, below are two examples students might consider to help leverage the power of their social network on Facebook to find job and internship opportunities.

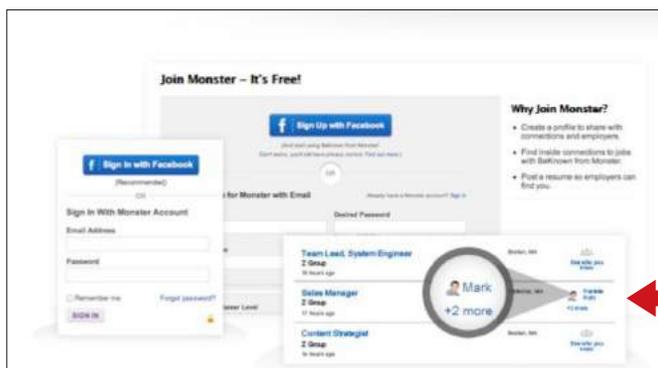
**BEKNOWN**

This application comes from Monster.com. Students can tap their established Facebook connections, access job and internship listings on Monster, create a robust profile, and even earn badges.

BeKnown is a tool students can use to incorporate their college or university’s network, as well as their personal network, for their job or internship search. For a detailed description of BeKnown, visit [beknown.monster.com](http://beknown.monster.com).



**SIGN IN WITH FACEBOOK**



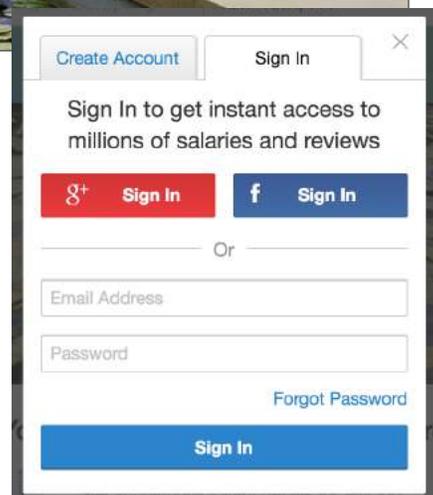
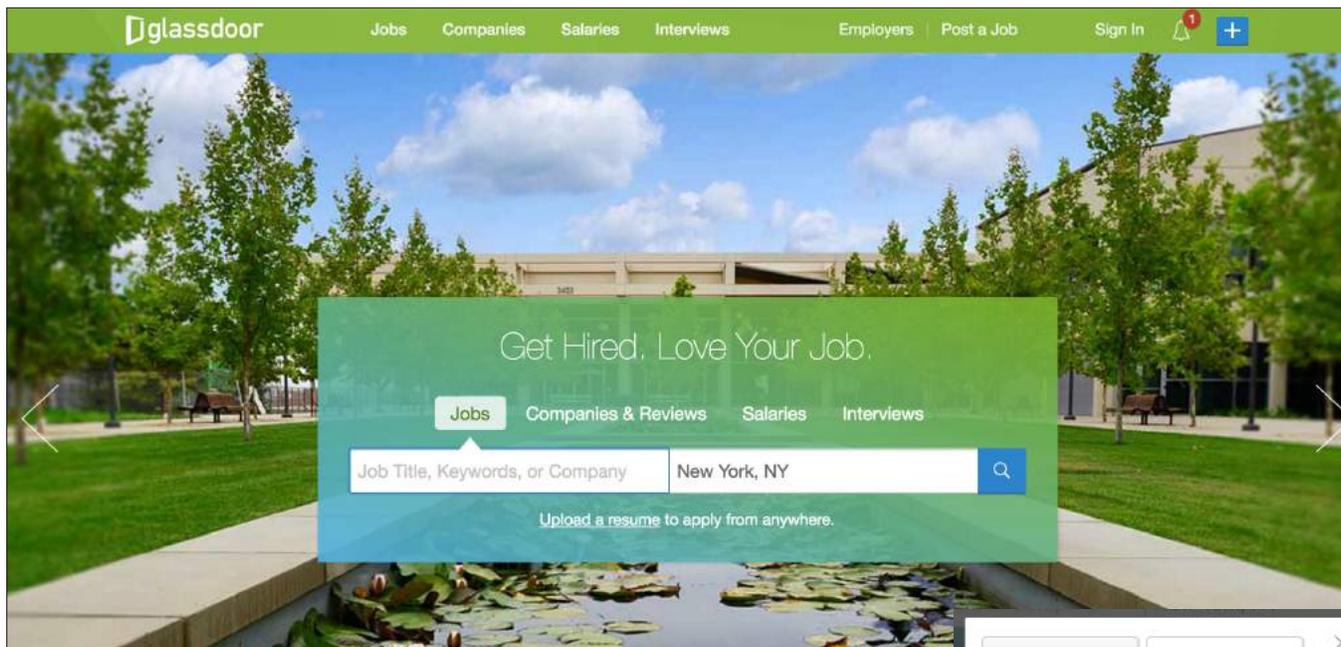
**LEVERAGE EXISTING CONNECTIONS**

## FINDING JOBS AND INTERNSHIPS

### GLASSDOOR.COM

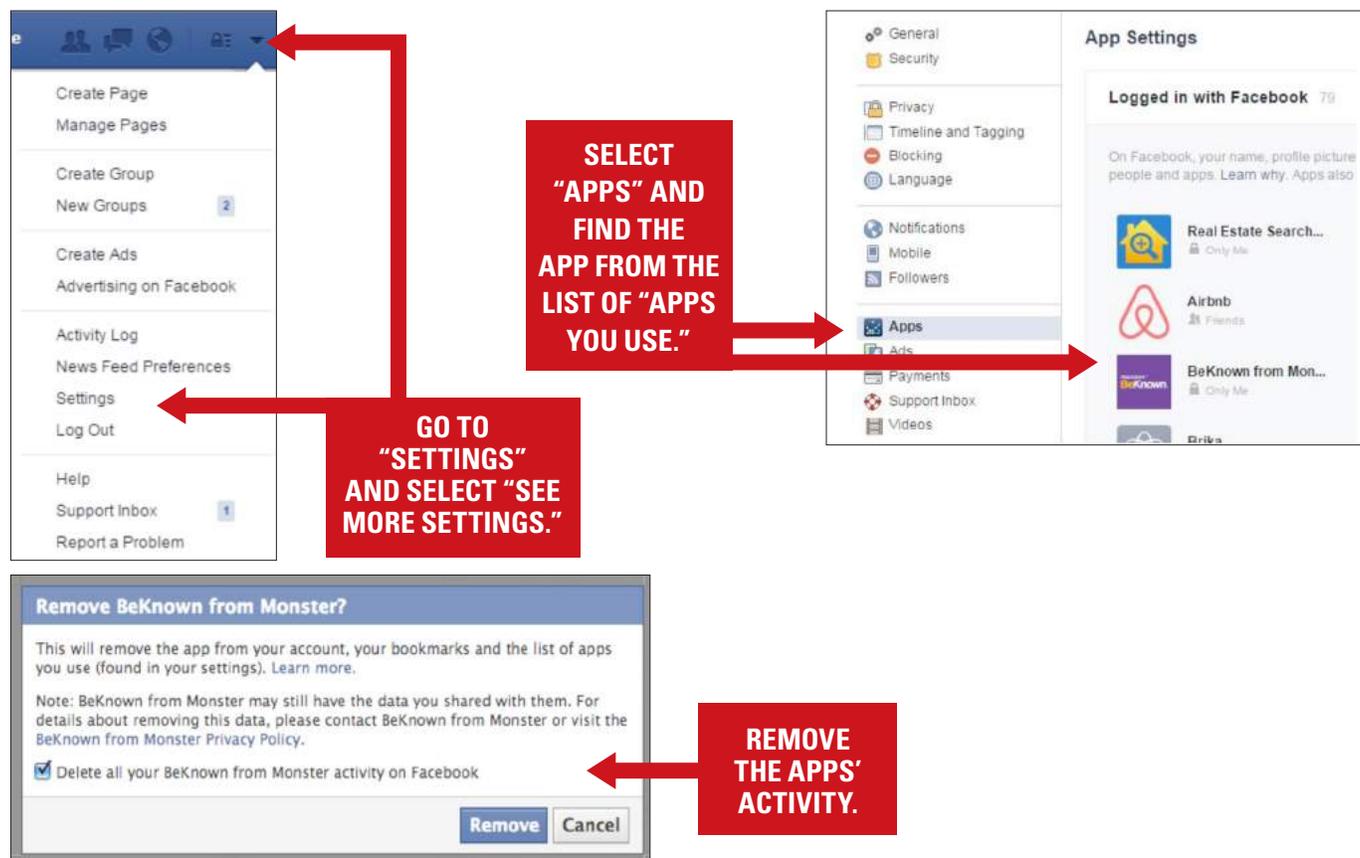
Another Facebook application to consider comes from [Glassdoor.com](http://Glassdoor.com). By signing in with Facebook, the platform leverages a student's Facebook

information to create a profile. Students can quickly begin using the platform to identify organizations, learn information provided by Glassdoor about the organization, and more.



One final tip to give to students: It is possible to remove job and internship search applications from their profiles on Facebook. To do this, visit

the “Settings” menu, “Apps you use,” find the app, and remove it along with all its activity (see directions below).



These are just two examples of applications connected to Facebook that students can use to find job and internship opportunities. There are many more out there for students to explore and use.

**COMPANY PAGES AND GRAPH SEARCH TO IDENTIFY OPPORTUNITIES**

In the “Networking” section of this guide,

company pages and Facebook’s search were introduced as important ways to connect, learn, and interact with an organization. Company pages found through the search can lead students to an organization’s job and internship listings.

Here is an example of using Facebook’s search functionality to research Boeing within the platform.



## FINDING JOBS AND INTERNSHIPS

### COMPANY PAGES AND GRAPH SEARCH TO IDENTIFY OPPORTUNITIES

In the “Networking” section of this guide, company pages and Facebook’s search were introduced as important ways to connect, learn,

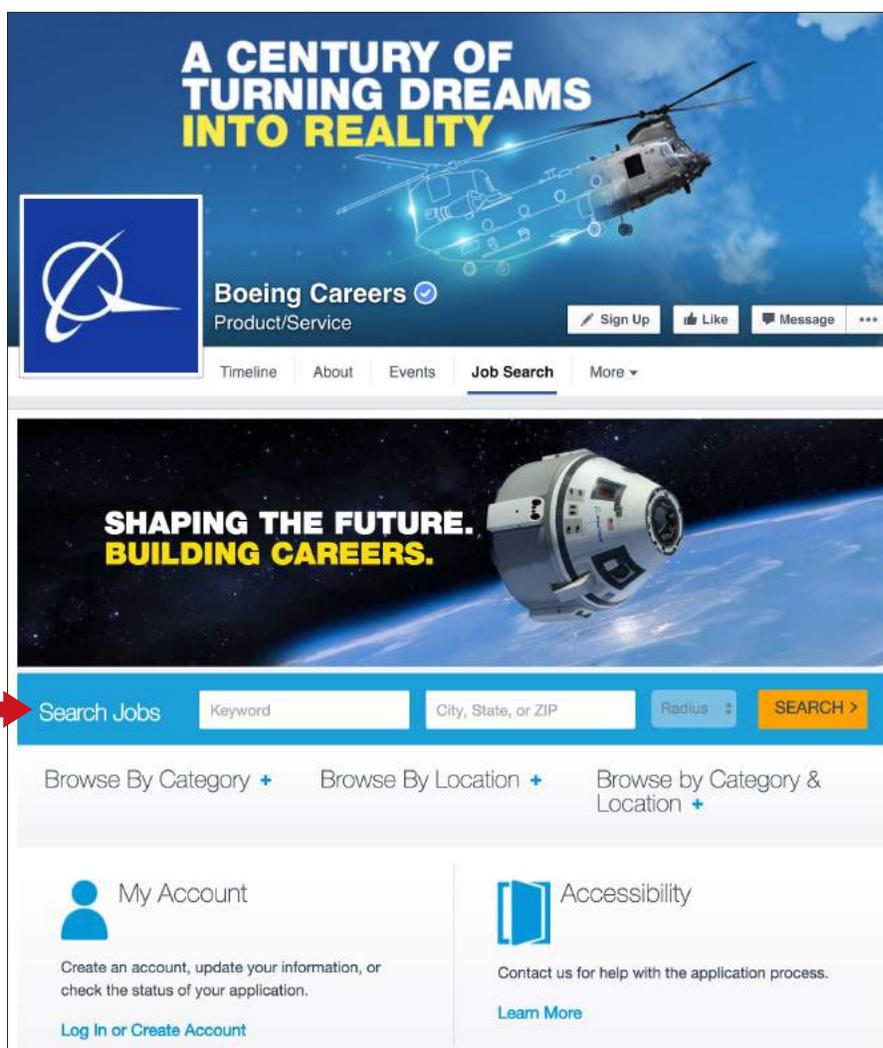
and interact with an organization. Company pages found through the search can lead students to an organization’s job and internship listings.

Here is an example of using Facebook’s search functionality to research Boeing within the platform.



BY USING “BOEING CAREERS,” NOTE THE INITIAL RESULTS RETURNED FROM THE EXPANDED SEARCH FUNCTIONALITY.

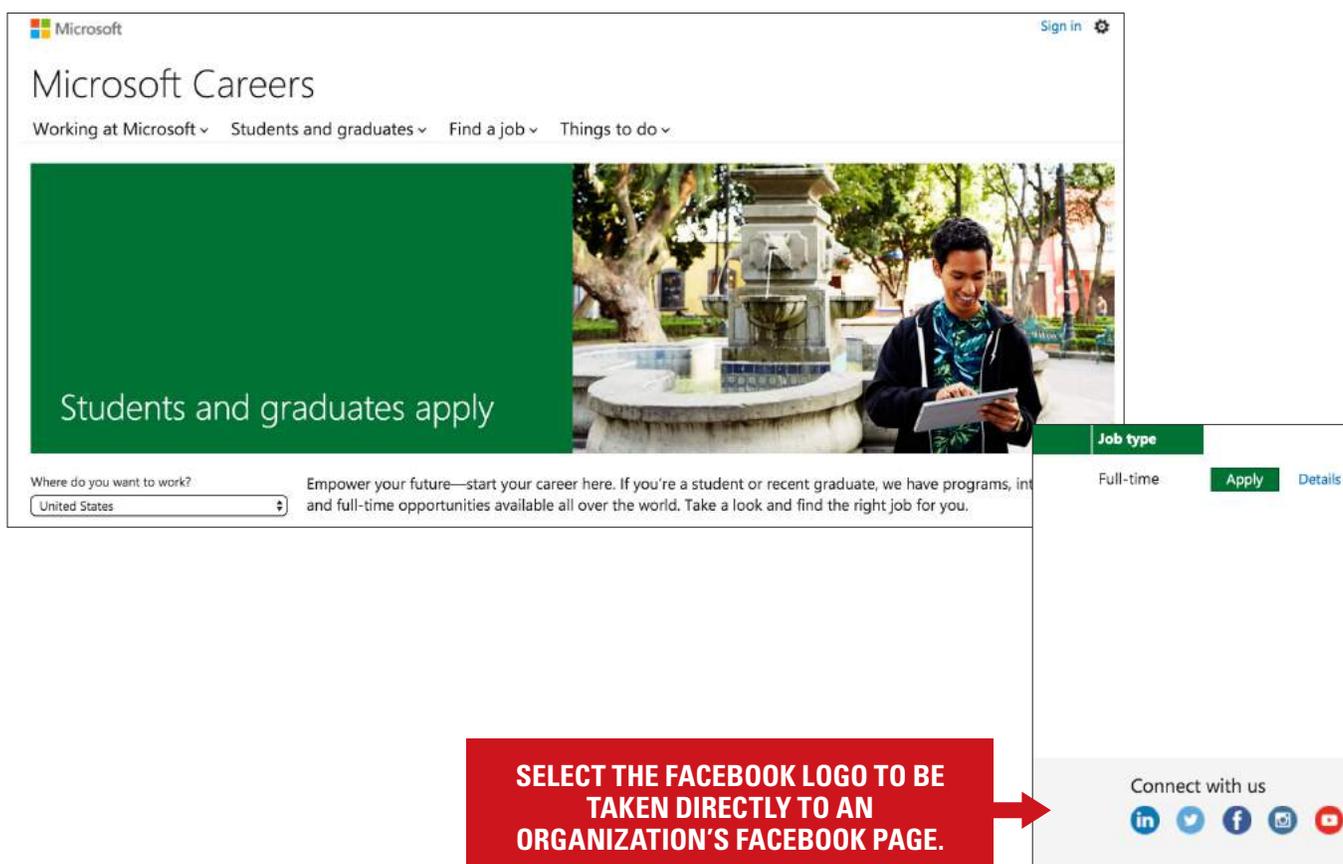
INTEGRATING JOB-SEARCH FUNCTIONALITY WITHIN AN ORGANIZATION’S FACEBOOK PAGE.



Students can leverage this feature to search for jobs and internships by category, location, and keywords. More importantly, the Boeing Careers page demonstrates how multiple social media platforms can be leveraged with their integration of LinkedIn Skills, which is located at the bottom of the Job Search section.



An additional way to find a company page is to search for the Facebook logo on the organization's website. Here is a zoomed in shot from the Microsoft Careers' page dedicated to students and graduates where Facebook is listed in the footer.



## FINDING JOBS AND INTERNSHIPS

Many employers today are designing pages on Facebook dedicated solely to the careers they can potentially offer students. Not only can students identify any connections they have to the organization, they can also learn about the opportunities available to them, and potentially “Like” and/or “Share” that information.

In addition, students may also be able to apply to positions through Facebook pages. The application process is simplified by connecting their profiles, securing referrals through their networks, and even setting up job alerts.

The image shows two Facebook pages. The top page is for "Google Students", a community page about Google, with a yellow header and the text "BRING QUESTIONS BUILD ANSWERS". Below the header is a search bar, a post from April 14, and an "ABOUT" section. The bottom page is for "IBM Company", with a blue header and a "Jobs" tab selected. An "Apply for this Job" form is overlaid on the IBM page, containing fields for Name (First Name, Last Name) and Email, and buttons for "Fill out with my profile", "Cancel", and "Start your application".

**FILL OUT AN APPLICATION USING YOUR PROFILE INFORMATION.**

**SET UP AN ALERT**

Facebook has introduced a variety of robust tools for students to leverage to find job and internship listings through the platform. Whether students use the Social Jobs Partnership resources, or another job or internship search app, or they turn to company pages to find and apply for positions for an

organization, they have a menu of options to explore to potentially find their dream job or internship.

With numerous possibilities to connect, find jobs, search for people in a more than 1.19 billion member network, students should consider Facebook a worthy career resource.

---

***Kevin Grubb** is an associate director at Villanova University's career center, where he focuses on digital media and assessment. He is also a consultant and speaker, and trainer. Connect with Kevin on his personal website, [www.kevincgrubb.com](http://www.kevincgrubb.com), on Twitter [@kevincgrubb](https://twitter.com/kevincgrubb), or via his [LinkedIn Profile](#).*

***Shannon Conklin** is an associate director at the Temple University Career Center, where she focuses on technology, social media, and assessment. Connect with Shannon on [LinkedIn](#) or tweet her [@shannonkconklin](https://twitter.com/shannonkconklin).*

***Megan Wolleben** is an assistant director at the Bucknell University career development center and is responsible for the social media and student marketing. Connect with Megan on [LinkedIn](#) and [Twitter](#).*