



# **The Web 2.0 Job Finder: Winning Social Media Strategies to Get the Job You Want From Fortune 500 Hiring Pros**

*Brenda Greene, Coleen Byrne*

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Social networking sites are dramatically changing the way people stay connected. Not surprisingly, sites such as LinkedIn, Facebook, and MySpace, along with "tweets," blogs, and personal Web pages, are now key components of how job seekers discover exciting new opportunities and how companies find promising new employees.

Networking is the single most effective tool for finding a job--and social networking makes the networking effort incredibly more powerful. The ability to create, develop and maintain a social network that boosts a career is one of the biggest challenges for the 21st-century job seeker.

Based on the expertise of Fortune 500 hiring professionals and recruiters, *The Web 2.0 Job Finder* will show you:

- How to create, develop, and maintain an online presence and brand.
- How to adopt best practices for getting a job by writing skill-specific resumes, targeting jobs that match your skills and anticipating what a company needs.
- How both companies and job seekers are staying ahead of the curve in a challenging job market, with special insights from top executives at Yahoo!, Microsoft, Google, and many other notable employers.
- How to make your social network work for you and not against you (hint: avoid beer-swilling photos on Facebook).

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