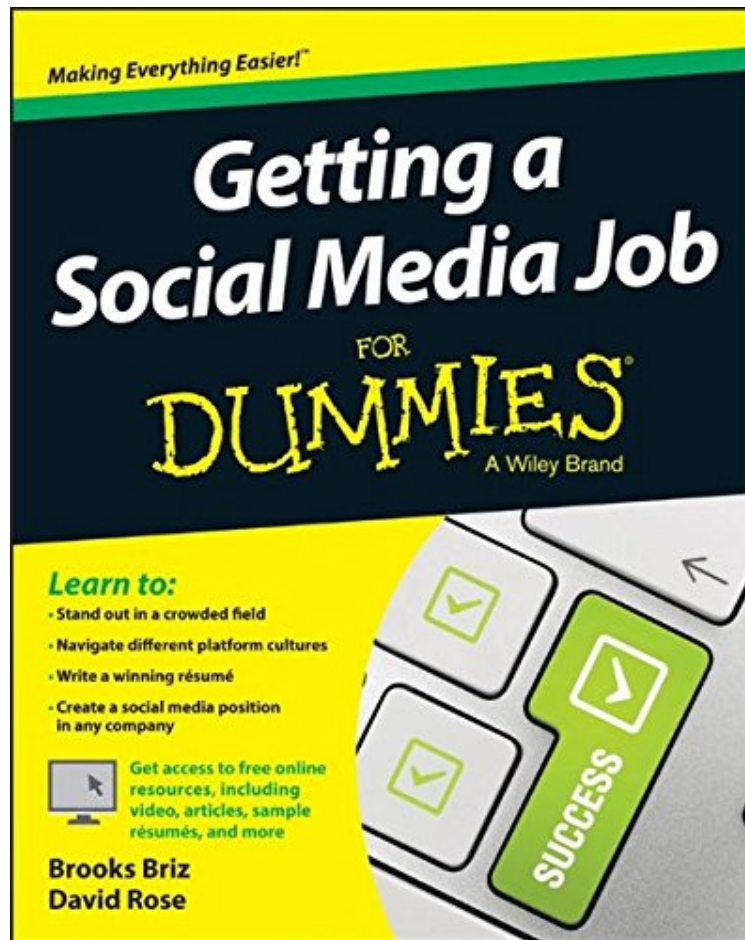


Getting a Social Media Job For Dummies

Brooks Briz, David Rose

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the various opportunities available to them. There are also a number of resources given throughout the book for those just starting their careers as well as those already working in social media marketing to evaluate their work and to find new ways to analyze their success in the field.

Your no-nonsense guide to getting a job in social media Looking to snag a social media position? This fun and practical guide shows you how to stand out from the competition and land your dream job in social media. Inside, you'll find expert and easy-to-follow guidance on where you should look for a job in social media, how to research companies to target, the social media sites where you should be active, and much more. Plus, you'll get resume and cover letter writing tips, answers to tricky interview to woo potential employers, and advice on creating a valuable social media position within your current company. You will also benefit from sample resumes, resume templates, and videos available to download and view online. From SEO specialists to online community managers, social media positions are the latest buzz in the job market. As businesses have come to value the competitive edge that a strong social media presence can offer, these jobs have quickly evolved from short-term, peripheral positions to highly sought-after careers. With the help of *Getting a Social Media Job For Dummies*, job candidates in the social media sphere can hone their skillsets and stand head-and-shoulders above the crowd to not only land an interview, but to score a job in this exciting field. Position yourself wisely in a crowded and rapidly growing field Be active on key social sites Write a winning resume that gets your foot in the door Create a social media position in any company Packed with expert, authoritative information and with a dash of humor thrown in for fun *Getting a Social Media Job For Dummies* is your go-to handbook for landing a social media position.

From the Back Cover Learn to: Stand out in a crowded field Navigate different platform cultures Write a winning rsum Create a social media position in any company Get access to free online resources, including video, articles, sample rsums, and more Your no-nonsense guide to getting and keeping a job in social media Looking to snag a job in social media? Look no further. Inside this practical guide, you'll find expert and easy-to-follow guidance on where you should look for a job, how to research companies to target, and best times and best ways to use the Big Five platforms. Plus, you'll get rsum writing tips, sample rsums, access to online content, and more. See yourself in social media whether you're a copywriter or graphic designer, work in IT, or yearn to be a social media strategist, see what skills and experience you need Get schooled determine whether a certification program is worthwhile, define your USP, and automate wisely Find your fit get the scoop on working as a social media consultant or in-house specialist, helping create a start-up, and forging your own social media company Social media for the win network to your full advantage, ace any kind of interview, and create a detailed three-year career plan Open the book and find: Role titles and responsibilities Where to continue your social media education Sites, methods, and conferences for keeping current in social media Tips on developing more valuable social media skills How to negotiate your best offer Common social media job mistakes and how to avoid them How to stand head and shoulders above the crowd before the interview and after Top ten social media resources you can't be without About the Author Brooks Briz founded Brizness Consulting, LLC, and has helped hundreds of tech start-ups build their sales and attract talent through marketing strategy, social media planning, sales consulting, web optimization, and more. David Rose is vice president of recruiting with YELLOW DOG Recruiting. He has placed thousands of people into new jobs.