

#ENTRY LEVEL

TWEET

CHRISTINE M. RUFF and LORI RUFF

FOREWORD BY KEITH KELLER

Relevant Advice for Students and New Graduates
in the Day of Social Media

BOOK 02

A THiNKaha® BOOK

#ENTRY LEVEL **tweet** Book02

Relevant Advice for Students and New Graduates in the
Day of Social Media

Book Excerpt

Subset of the book brought to you by THiNKaha®

By Christine M. Ruff and Lori Ruff

Foreword by Keith Keller



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BOOK EXCERPT Table of Contents (included here)

Foreword by Keith Keller

Section I: Community

Section II: Build Credibility

Section III: LinkedIn Profiles

Section VII: Now What?

About the Authors

Contents

This is the Table of Contents (TOC) from the book for your reference. The eBook TOC (below) differs in page count from the tradebook TOC.

Foreword by Keith Keller	11
Section I	
Community	13
Section II	
Build Credibility	27
Section III	
LinkedIn Profiles	41
Section IV	
Facebook Profiles	59

Section V	
Connecting	73
Section VI	
Find Employers	87
Section VII	
Now What?	103
About the Authors	115

Foreword by Keith Keller

*@KeithKeller, CEO, Career Success
Radio Melbourne, Australia*

We all know now that social media is the new paradigm for job search. It's the new paradigm for career change and for business networking.

Facebook: 800,000,000 people (that's 800 million!). Twitter: 165,000,000 people. LinkedIn: 120,000,000 people.

This book by Christine Ruff makes it really simple. Christine speaks from the wisdom of experience and she is wise beyond her years.

Social media is not that hard. Have a look at this book: it's really good. It really tells you how to get started if you want to take your social media profile from community to career.

Section I: Community



Section I

Community

Gain understanding of the
online community in light of
your career search.

1

Always remember: give more than you receive.

2

Consider others with social media communications. Irrelevant messages not only waste people's time, they annoy them.

3

Don't be ashamed of asking for help when you need it. If you don't ask, you will not receive.

Section II: Build Credibility



Section II

Build Credibility

How to appear professional
– the do's and don'ts of
appropriate online etiquette.

19

As you research yourself online, use multiple search engines to ensure you find everything an employer might be able to access.

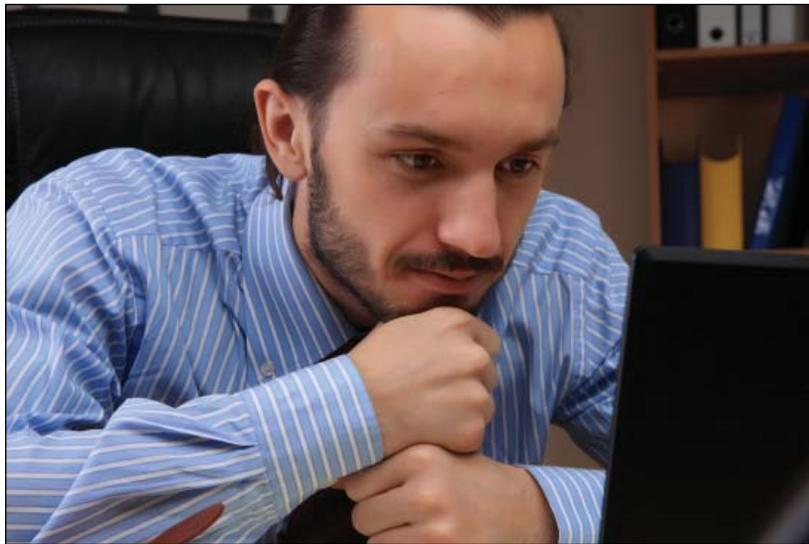
20

Check and double check that the message you are sending is going to the intended recipient.

21

Check your privacy settings on every website and profile with your name on it.

Section III: LinkedIn Profiles



Section III

LinkedIn Profiles

Quick tips and ideas to improve your LinkedIn profile. Learn how to highlight your experience and education to make you attractive to potential employers.

39

Include relevant
extracurricular clubs,
travel experience, and
volunteer work.

40

Be careful what pictures you use. No photos with food, drinks, cigarettes, or anything but you in them.

41

Don't post anything about personal relationships or pictures that are unprofessional.

Section VII: Now What?



Section VII

Now What?

Once you have found what you're looking for, continue to step up your game. Take a little time to prepare for the next opportunity rather than being too comfortable with where you are.

127

Jobs are not
guaranteed for life.
If you stop growing,
it may be time to
look out for your
next opportunity.

128

If you need help, your supervisors and coworkers can show you how to do things. Don't be afraid to ask.

129

If you sign up for health insurance, it usually does not take effect immediately. Have contingency plans in place.

About the Authors



About the Authors



Christine Ruff, *@ImmuneChick*, is a student of Biology. She loves to write and travel. Her interests are in continuing her educational career and in living her passion: Science! She writes with heart and a willingness to share her experiences. For a woman so early in her career, she shares insights based on real life.

Ruff graduated from East Carolina University with Honors in 2007, worked in a research lab and was laid off when grant funding caused cutbacks and layoffs. She has experienced several versions of recently looking for jobs in college, after graduation, and in the aftermath of an economic downturn. She's managed to land on her feet each time by following the principles she shares in this book.

Ruff now lives near family in Central Virginia and is working while continuing her education in Science.

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The *@LinkedInDiva*, *@LoriRuff*, is a globally recognized expert in LinkedIn and social media. She is among the top 10 most connected women in the world on LinkedIn. Her Facebook friends list is full. Her robust Twitter following grows by hundreds of followers a week on three active accounts. You don't accumulate those kinds of social media credentials overnight. It takes years of active participation in the industry to earn a robust following. Ruff is a proven thought leader with 100+ recommendations from clients and random people touched by her generous spirit. The Diva has heart, character, and avid fans with whom she has shared her knowledge. Over her career, she has presented over 1,000 sessions on topics such as leadership, social networking, fat applications and Internet technologies, customer service, privacy, and creating a vision.

One sassy, saucy business woman, Lori is a full-time speaker, trainer, and author of THINKaha's *#PRIVACYtweet Book01*. She is also co-author of the Rock The World™ Book Series with her partner, The LinkedIn Rockstar Mike O'Neil *@MikeONeilRocks*.

Mother and daughter come together to bring you timely and tested tips for entering the professional world in the day of social media.

Getting “#ENTRY LEVEL tweet Book02”

(<http://www.happyabout.com/thinkaha/entryleveltweet02.php>)

“#ENTRY LEVEL tweet Book02” can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at

<http://www.happyabout.com/thinkaha/entryleveltweet02.php> or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000).

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"Christine Ruff makes it really simple. She speaks from the wisdom of experience; she is wise beyond her years. Combining the depth of Lori Ruff's experience throughout the book as well empowers the reader to find what they're looking for."

@KeithKeller, Founder/CEO, Career Success Radio, Melbourne, Australia

"An excellent and comprehensive introduction to the mysteries of the job search and the differing norms a graduate or recent graduate will be assessed against as they begin their potentially lifelong interaction with corporate America."

Douglas H. Lemmonds, Executive Vice President, TMI Executive Resources

"Christine and Lori have it right in this excellent primer on making the most of available resources for career entry; their observations on relating online and offline relationships to find employment are spot on. This is a great place for the uninitiated to gain an understanding of where the online community fits in the ROI model for finding an entry-level job." @StevenGroves, Online and Social Media Strategist, Co-author of *ROI of Social Media*

Christine M. Ruff graduated from East Carolina University with Honors in 2007. She has experienced several versions of recently looking for jobs in college, after graduation, and in the aftermath of an economic downturn. She's managed to land on her feet each time by following the principles she shares in this book.



The LinkedIn Diva, *Lori Ruff*, is a globally recognized expert in LinkedIn and social media. She is among the top ten most connected women in the world on LinkedIn. Over her career, she has presented over 1,000 sessions on topics such as leadership, social networking, fat applications and Internet technologies, customer service, creating a vision, and privacy.



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