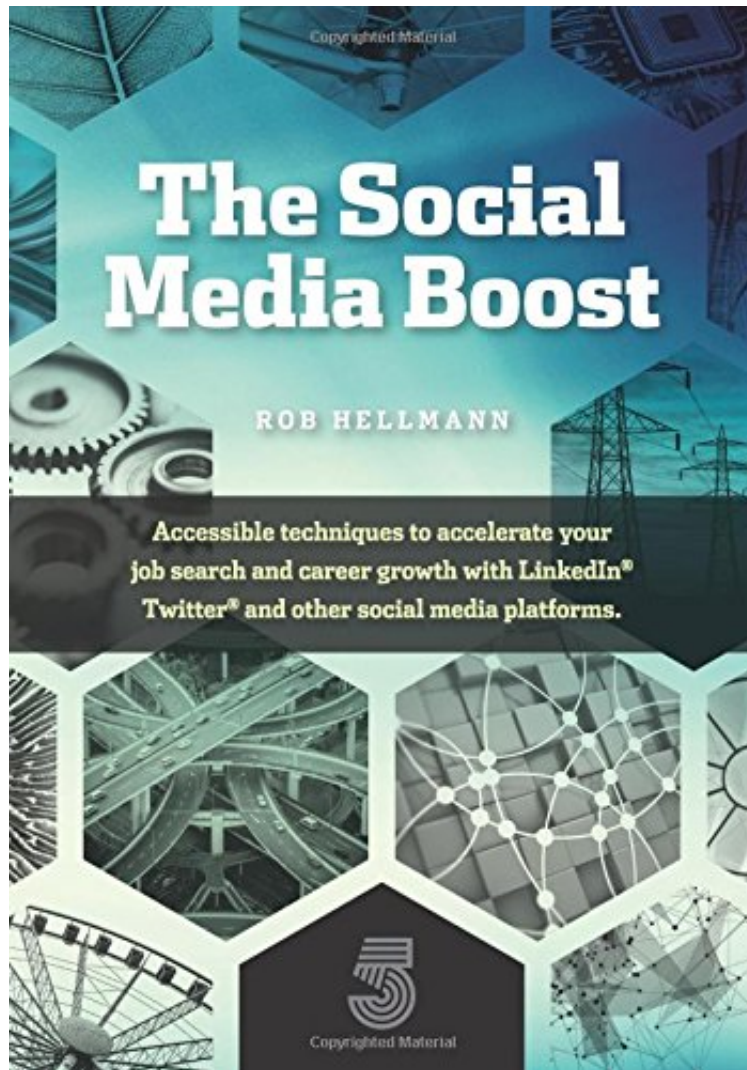


(Ebook pdf) The Social Media Boost: Accessible Techniques To Accelerate Your Job Search And Career Growth With LinkedIn, Twitter And Other Social Media

The Social Media Boost: Accessible Techniques To Accelerate Your Job Search And Career Growth With LinkedIn, Twitter And Other Social Media

Robert Hellmann

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By CustomerRob Hellmann may be the most knowledgeable person around when it comes to social networking for job seekers and career changers. As a career coach, I've participated in his Five O'Clock Club webinars on the subject and learned something new every time that I can use to help my coaching clients. This book pulls together what he knows so everyone can have access to his knowledge. I recommend this highly to both job seekers and career coaches.
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By Kimberly KimballI thought Hellmann did a superb job of cutting through the clutter and really explaining the things that matter and the things that don't. Rather than a collection of tips, I felt like I was able to implement a total strategy for using LinkedIn. I feel like I will be able to network on LinkedIn much more confidently.

LinkedIn, Twitter and other social media have become essential tools for career management, and in particular for conducting an effective and productive job search. But, their usefulness goes far beyond that. And, this book provides strategic insights on a number of fronts, while offering easy-to-implement techniques. A quick search of the types of ad hoc advice that are available on the internet show why too many individuals are misinformed and ill-equipped to use social media tools effectively in their job search and career development. Jobseekers are overwhelmed by endless pages of LinkedIn advice that are either too basic or offered piecemeal, rather than as part of an overall strategy. This book solves the problem by explaining advanced LinkedIn features in the context of a larger job-search strategy: The Five O'Clock Clubs highly-reputed job search method. By tying LinkedIn techniques to key elements of the TFC 5-Step Method, we unlock LinkedIn's power for jobseekers, consultants, business-builders and those seeking on-the-job success. What The Reader Can Expect Job Search: The techniques and strategies contained in this book will make it easier to implement the TFC 5-Step Method, the industry's leading job search method. Recruiting and Prospecting: It will help you to advance your business or that of your company by uncovering new business prospects, sourcing and vetting talent, and enhancing collaboration within your enterprise.

About the AuthorRobert Hellmann has been a career and executive coach with the Five O'Clock Club since 2003. Rob has served as VP, Associate Director of the Five O'Clock Club Coach Network, and has made substantial contributions to the Club's coach training curriculum. He is an adjunct professor at New York University, teaching career development courses. Rob also brings 20 years of corporate management experience at organizations such as the Federal Reserve Bank of New York, JP Morgan Chase, and American Express. Rob has previously published *Peak Presentations: Engage Your Audience, Get RESULTS!* and contributed three chapters to the Five O'Clock Clubs book *Work Smarts: Be a Winner On the Job*. Rob is regularly sought out in the media for his career-related insights, at outlets such as Forbes, The New York Times, the Washington Post, the Wall Street Journal, the Chicago Tribune, ABC, NBC, CNNMoney, and more. In addition to career and job-search coaching, Rob also has significant organizational development and executive coaching experience. At Chase he facilitated division-wide organizational development and change management initiatives, and at American Express he chaired employee engagement and leadership development teams. He has delivered training on performance management to operations and finance business units. Rob also regularly delivers presentation skills workshops to business units within corporations. As a career and executive coach, Rob has helped hundreds of clients to define and achieve their career goals, develop as managers and leaders, and navigate through challenging work situations. In his active private practice, Rob combines a warm, empowering style with a pragmatic, bottom-line focus that gets results for clients. His clients span industries and markets across the United States. Active in the community, Rob served on the Board of the Association for Talent Development (NY Chapter) and co-leads their Career Development SIG. He also co-lead the Career Development SIG for the Marketing Executives Networking Group (MENG). Rob's educational background includes a BS in Economics from Binghamton University and an MBA in Finance/Marketing from Fordham University. He lives in New York City.