

For immediate release



For more information:

Louise Garver
Career Directions LLC
800-623-9478

Louise@CareerDirectionsLLC.com
www.CareerDirectionsLLC.com

Job Seekers Lose Out When They Overlook Social Media Strategies

Windsor, CT: August 22, 2012 – When Louise Garver looked for even better ways to serve career-minded professionals she looked closely at how job seekers, particularly executive job seekers are looking for and finding jobs in 2012. What she found was that job seekers who aren't online are getting overlooked for jobs. Eighty-nine percent of recruiters will recruit in social networks this year, and 64 percent will use two or more social networks for recruiting, according to a recent JobVite survey.

With reports of as much as a 10-to-1 job seekers-to-jobs ratio in today's economy, executives have a new ally on the job hunt: Louise Garver, President of Career Directions, LLC, Connecticut's leading job search strategist. She found ways to help executives compete in the new world of "social media search," learning the latest on job searching via social media, specifically via LinkedIn, Facebook, and Twitter.

The knowledge that Louise gained during this certification program (with comprehensive curriculum that revealed revolutionary social media strategies to shift job search clients from being "the hunter" to "the hunted") is an excellent addition to her 20+ years of experience with executive job seekers.

To help people land faster, Louise now has even more powerful tools, including:

- Knowing the secrets to leverage LinkedIn, Twitter, and Facebook to land job offers.
- Building a personal brand, professional presence, and community on LinkedIn, Twitter, and Facebook.
- Creating engaging, keyword-rich, ROI-radiant profiles on LinkedIn.
- Leveraging the social nuances of Facebook to aid in the job search.
- Finding and connecting with previously inaccessible company insiders, recruiters, and other influential networking contacts using social media.

"Louise Garver is among the front-runners in the social media job-search space," noted Susan Whitcomb, founder and CEO of The Academies, Inc. "With some 14 million unemployed and under-employed, job seekers need every advantage they can get, especially when it comes navigating the social media space."

"I'm excited about helping executives turbocharge their job search and access the hidden job market—where 80 percent or more of all new jobs are found—via social networking," said Garver.

Louise Garver's company is Career Directions LLC. She may be reached at Louise@CareerDirectionsLLC.com, www.careerdirectionsllc.com and 800-623-9476.