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A New Way to Battle That Popular New Year's Career Resolution: Finding the Right Friends Online

Washington DC – There's no doubt that a new job, better career or promotion and advancement in a current career are some of the most popular New Year's resolutions. Career expert and author Susan D. Strayer, believes there's a new strategy in town: social media.

"With the incredible popularity of social media tools like Facebook, job seekers and professionals can connect with each other and network in ways they never could before. Over 70% of jobs are found through networking. This could make job/career resolutions, a New Year's resolution that is actually attainable."

Strayer, the author of [The Right Job, Right Now: the Complete Tool-kit For Finding Your Perfect Career](#) also recommends those with career resolutions to get off job boards and start networking.

"It's so easy to just start sending resumes. But that's the old way. The new year should be about fresh starts and fresh strategies. Social networking is not just about making friends, it's about finding strategically connected friends."

Strayer, also the Director of Talent Management for The Ritz-Carlton Hotel Company is unique in her expertise. She's one of a few experts who has been on both sides of the fence as a corporate recruiter and HR professional and as a career coach and career services professional.

"I too use Facebook to provide advice to professionals who want the real-deal. At the end of the day, it isn't about finding yourself. It's about taking action. And anyone who wants to see change in the New Year knows that it's all about actually doing something to make it happen."

One obstacle Strayer does see in using these tools? Companies banning them. Over 50% of U.S. employers and 65% of UK employers ban the tool. But if a New Year's resolution was easy to achieve, it wouldn't be so popular.

"Plus," says Strayer, "You shouldn't be looking for a new job while on your current one."

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Susan D. Strayer has over 10 years of experience in corporate HR, recruiting strategy and business. She's an expert on Gen X and Y career issues and the author of two books including "The Right Job, Right Now: the Complete Tool-kit For Finding Your Perfect Career (St. Martin's 2007). She works as the Corporate Director of Talent Management for The Ritz-Carlton Hotel Company, and continues to give free advice through her own Facebook Group and blog (www.susanstrayer.com). Susan has a BA (Virginia Tech), MA (GWU) and MBA (Vanderbilt).