

## How to find Social Media Specialists with Boolean search strings

Use Boolean logic in Google to find resumes and profiles of [Social Media Specialists](#). Our search strings examples provide a basis to build your own Boolean search commands. Modify them to recruit professionals who can build effective social media strategies to engage your audience.

### Generic search string to find Social Media Specialists

Build search according to your needs:

- -job -jobs -sample -examples, to avoid irrelevant results
- (intitle:resume OR intitle:cv), to discover candidates' online resumes or CVs
- ("social media specialist" OR "social media marketer"), to cover variations of the same job title

Here's an example of a generic Boolean search string for a social media specialist that you can further modify to find resumes:

*(intitle:resume OR intitle:cv) ("social media specialist" OR "social media marketer") -job -jobs -sample -examples*

When running this command in Google, you'll get results that include the words "resume" or "CV" in the page title. Excluding more terms reduces false positives.

### Searching for profiles of Social Media Specialists

Search for social media professionals on specific sites through Google by including the site: operator and terms found exclusively on member profiles. For example:

- *site:quora.com "credentials & highlights" "social media specialist"*
- *site:meetup.com "member since" "social media specialist"*

Add more criteria in your search to find profiles that better match your requirements.

**When sourcing EU candidates, please refer to guidance on [using social media for recruiting](#) and [collecting candidate information](#) as per the General Data Protection Regulation, or GDPR.**

## **Sample string to search for resumes of Social Media Specialists in various formats**

*(intitle:resume OR intitle:cv) (filetype:pdf OR filetype:doc OR filetype:txt) "social media specialist" -job -jobs -sample -templates*

## **Examples of Boolean strings for Social Media Specialists, by skills**

### **Find Social Media Specialists who:**

#### **Work under various job titles**

*(intitle:resume OR intitle:cv) ("[social media manager](#)" OR "digital media manager") -job -jobs -sample -examples*

#### **Are familiar with specific social platforms**

*(intitle:resume OR intitle:cv) "social media specialist" (Facebook OR [Reddit](#)) -job -jobs -sample -examples*

#### **Have experience in data analytics**

*(intitle:resume OR intitle:cv) "social media specialist" ("data analytics" OR metrics OR "data analysis") -job -jobs -sample -examples*

#### **Are familiar with content marketing or blogging**

*(intitle:resume OR intitle:cv) "social media specialist" (content OR blogging OR copywriting) -job -jobs -sample -examples*

#### **Have a degree in Communications or PR**

*(intitle:resume OR intitle:cv) "social media specialist" (BSc OR BA OR Bachelor) (Communication OR PR OR "public relations") -job -jobs -sample -examples*

#### **Have knowledge of SEO**

*(intitle:resume OR intitle:cv) "social media specialist" (SEO OR "search engine optimization") -job -jobs -sample -examples*

## Examples of Boolean search strings to find Social Media Specialists by location

### By state or city:

*(intitle:resume OR intitle:cv) "social media specialist" (California OR CA) -job -jobs -sample -examples*

*(intitle:resume OR intitle:cv) "social media specialist" Dublin Ireland -job -jobs -sample -examples*

### By area code:

*(intitle:resume OR intitle:cv) "social media specialist" "New York" 917 -job -jobs -sample -examples*

Find area codes [here](#).

### Further reading:

[Sourcing on Google: Boolean search for recruiters](#)