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Resource

Helping the community into employment

How to stand out in the jobs market

**Using social media
for your job search**

What is the
#1 method
companies
look to use
when recruiting?

Job seeking in the digital age

Social media...

Powerful tool to help you ready for your next career move and augment your job search.

Strategic tool in the sourcing, screening, and interviewing process.

76%

of recruiters now use **social media** regularly to source and research potential candidates.



73%

of recruiters have **successfully**
hired candidates using **social media.**

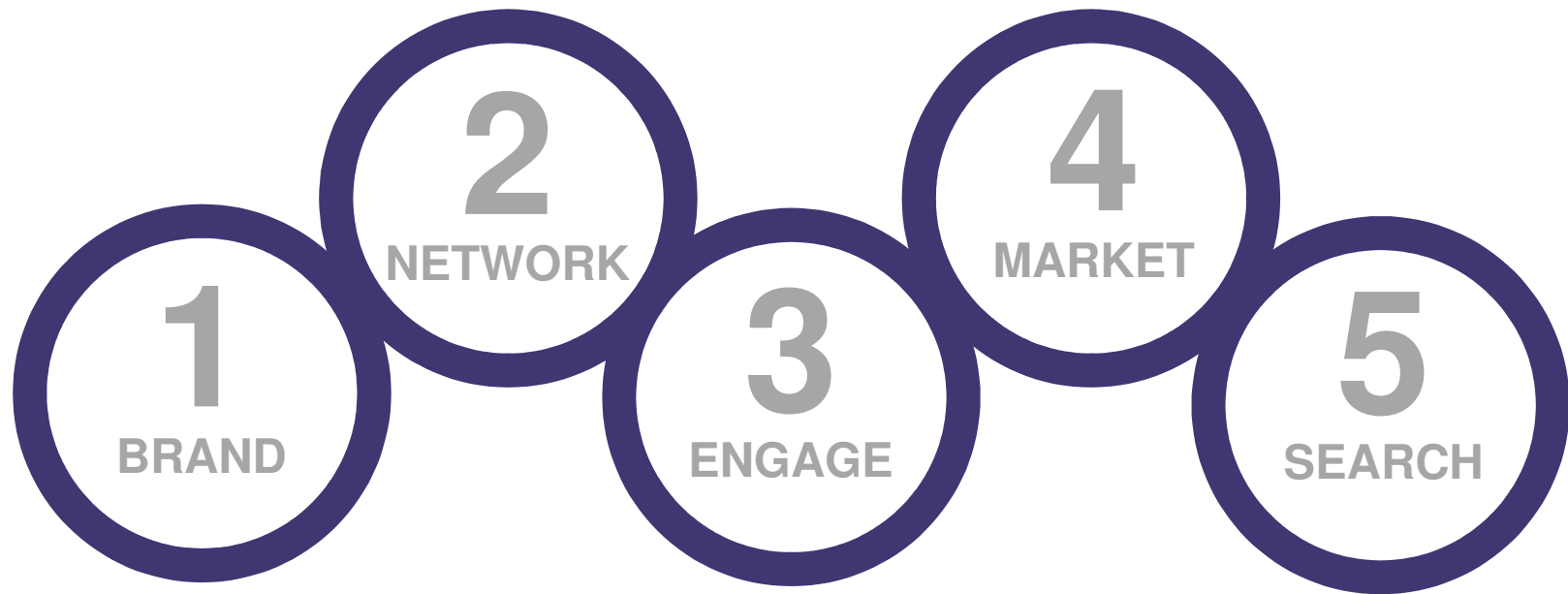


48%

of employers have **passed**
on candidates because of
something they've found on
a **social media** profile.



5 tips to help you stand out...



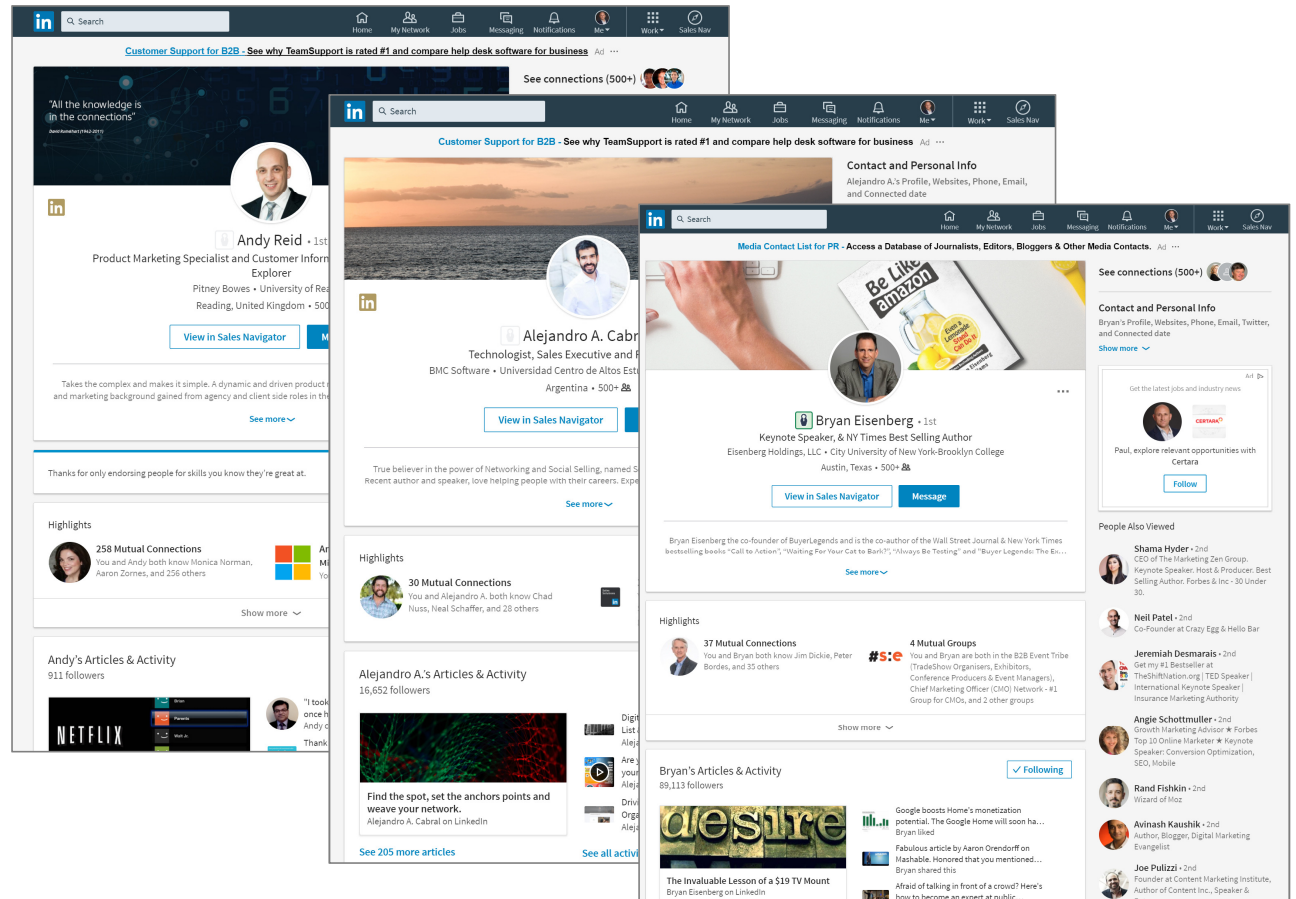
Build your professional brand

- Decide which social networks you should appear on
- Articulate the value you can provide / what can you bring to an organization
- Use relevant keywords
- State that you are actively job seeking
- Indicate the type of role you're seeking
- Ensure your cv and LinkedIn profile match in terms of dates!
- What you did, what you were responsible for, what you accomplished
- Monitor who's viewing your profile (LinkedIn)
- List your LinkedIn profile url on your other social profiles



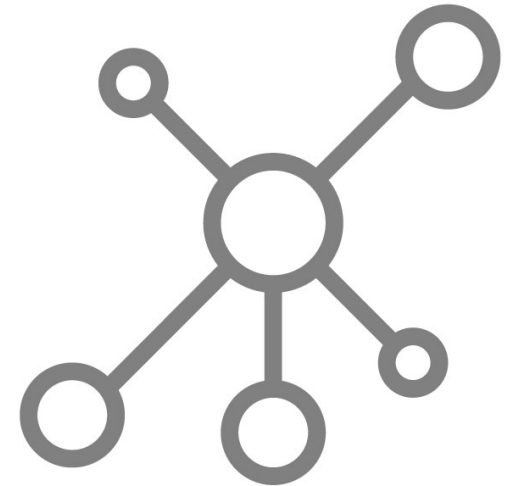
LinkedIn

- Photo
- Headline
- Profile URL
- Summary
- Rich media (add your cv!)
- Background image
- Contact info
- Experience
- Education
- Skill sets
- Recommendations
- Accomplishments



Build your network

- Continually build your network of professional contacts
- Connect with others in your industry
- Join groups on social networks
- Attempt to connect with influencers
- Ask your network to provide introductions
- Tap into the hidden job market
 - Identify companies you'd like to work at
 - Look to see who within your network work there
 - Ask the for advice and insight on the company



Engage your network

- Listen to your network and engage when appropriate
- Initiate conversations with individuals and companies
- Post content relevant to your role/industry to spark engagement
- Stay top of mind with your connections
- Like, share, comment, retweet etc... social posts
- Ask your connections to write a recommendation
- Networking is a lifetime activity and not one that is used merely to find a new job
- Ask for advice and help!

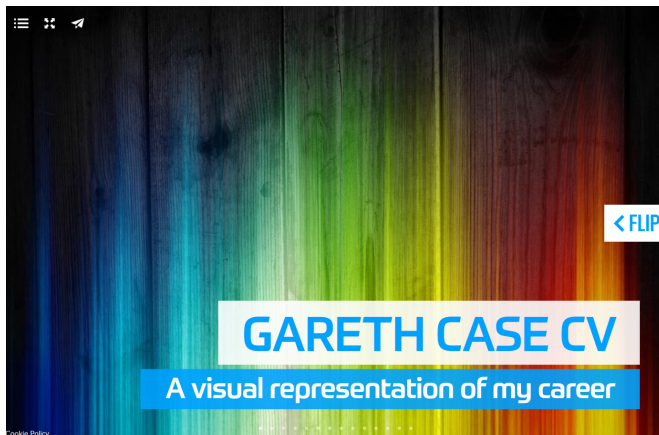


Market yourself

- Post engaging content – stay top of mind with your network
 - Blog / write and publish articles
 - Showcase your skills
 - Build your credibility
 - Position yourself as a Subject Matter Expert
 - Join groups and participate in discussions
 - Continually update your profiles
 - Use video!
 - Employers look beyond your cv and social profiles to learn about you
- <https://garethcase.turtl.co/story/53efb09467aada020016037c>



Market yourself



Proactively search

- Search for opportunities every day
- Set up alerts
- Let recruiters know your open to being contacted about roles
- Ensure your cv and social profiles (LinkedIn) match in terms of dates/job titles
- Search Twitter by company and hashtags
 - Some companies have dedicated handles for recruitment
- Sign up to beBee a new social network for job seekers and employers.
 - Combine your professional resume with your personal brand



Thank you

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