

The top of the slide features a dark blue background with several overlapping, 3D-style teal geometric shapes that resemble folded paper or ribbon, creating a modern, abstract design.

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Using Social Media In Your Job Search

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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.

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- The world's largest and most used social media network
- Facebook has 1.8bn active users worldwide
- In the UK more than half the country – 34 million people login each day
- Smartphone users check Facebook up to 14 times a day

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How to use Facebook in your job search

1. Complete your profile with as much information as possible
2. Reach out to contacts/'friends'
3. Use the search function
4. Join relevant groups (London Jewish Jobs, The Latte Lounge)
5. 'Like' organisations you are interested in
6. Ensure privacy settings are set correctly to keep personal information private

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- Online social network service that enables users to send and read short 280-character messages called "tweets" in real time
- Registered users can read and post tweets, but those who are unregistered can only read them
- Tag people by using their @name and use # to get yourself noticed – what people search by
- 350,000 tweets are sent every minute

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How to use Twitter in your job search

1. Have an appropriate profile picture and bio to make people want to click on you
2. Track and follow trends in relevant industries and topics – it is easier to keep track of target companies e.g *#marketingjobs #marketing #advertisingjobs*
3. Follow companies you are potentially interested in working for – they often post jobs
4. Follow people you are interested in – they are likely to follow you back
5. Join chats, interact and initiate conversations – be active
6. Use pictures and videos to get noticed

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- 530 million+ members in over 200 countries globally
- 70% of users outside the US
- 20 million members in UK (up 50% from 2012)
- 2 new members per second
- 76% of FTSE 100 companies hire through LinkedIn
- 10 connections in your network could mean 2,000 in your overall network
- 2.1 million LinkedIn groups

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How to use LinkedIn in your job search

1. Create a profile
2. Keep up to date and get in touch with contacts and old colleagues
3. Learn about people who are interested in contacting or who are interviewing you
4. Ask for endorsements and recommendations
5. Join relevant groups
6. View the jobs board
7. Research people you are interested in contacting or who are interviewing you

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Ensure you have a 'strong' profile so you appear high up in recruiters' lists:

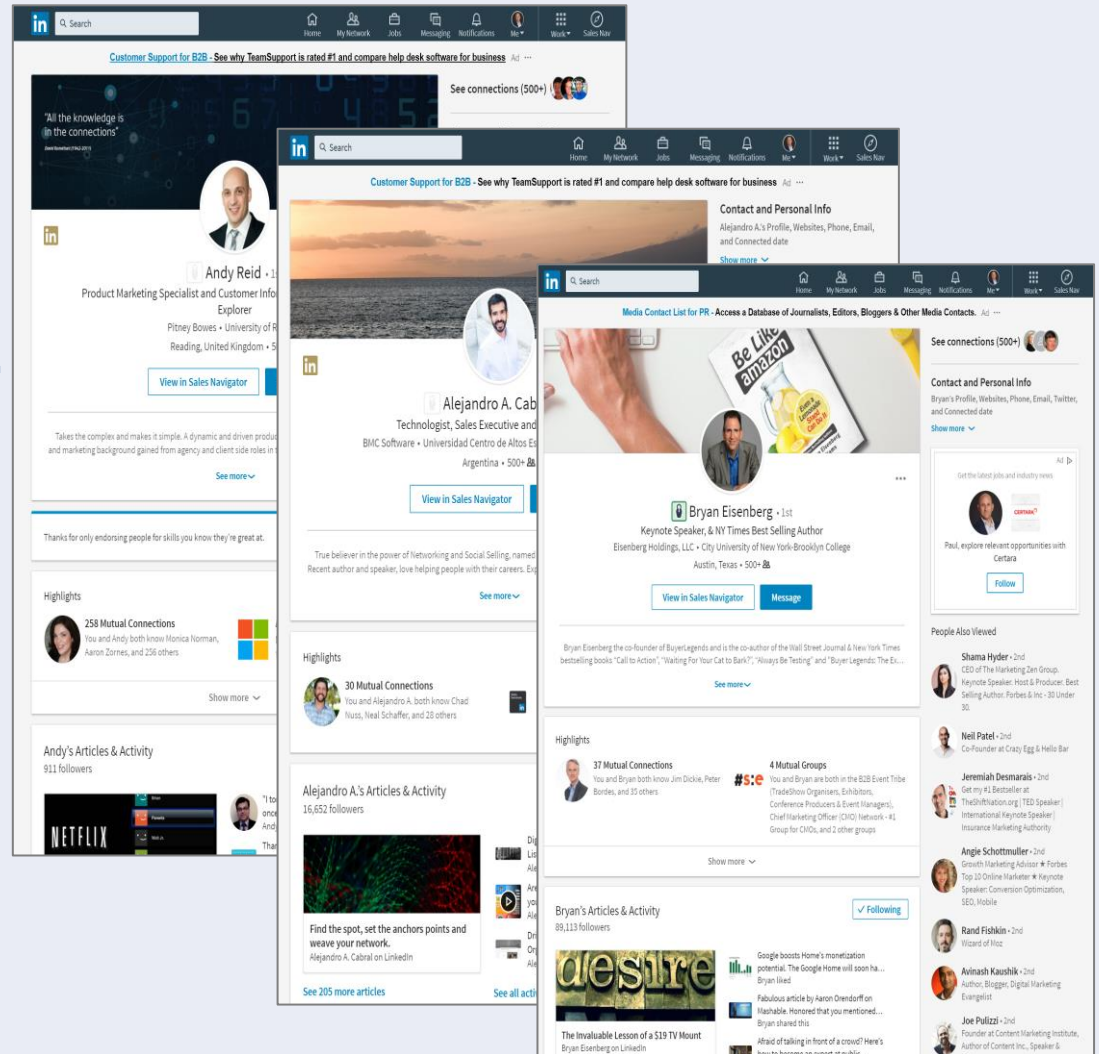
- Professional profile picture (x 14 views)
- Headline – more than just a job title
- Summary about yourself with targeted key words
- Your industry
- At least 2 past roles
- 5 skills (this will get you x 17 more views)
- Where you went to college
- Over 50 contacts

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LinkedIn

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

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What to avoid doing on LinkedIn

- If you don't want people to know about your job search check your privacy settings so people can't see your job searching activities
- Don't use your profile for personal activity – keep it professional
- Don't pretend to be something you are not!

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Some more popular social media channels



A social network that allows users to share visually and discover new interests by posting (known as 'pinning') images or videos to their own or others' boards and browsing what other users have pinned.

- Can use Pinterest to create a visual CV – create boards to show your interests, qualifications etc.
- Can also follow companies on Pinterest and like/comment on their boards and re-pin onto yours.
- Also has vast amounts of boards offering advice for job searching – can be found by searching career advice, new job, interview advice, CV inspiration



Online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately.

- Some companies will have Instagram accounts that you can follow and comment on.
- Be creative with your photos to show your qualities and portfolio to get people to follow you
- Can link Instagram posts to your Facebook and Twitter account

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Do's and Don'ts

- Do create an online presence and if appropriate state you are job seeking
- Do be consistent across channels
- Do be careful what you post – you don't know who may read it – once online it can live forever!
- Do network continuously – you don't know when you will need your contacts
- Do give to get – networking is a two way street
- DON'T forget to check your privacy settings
- DON'T connect with everyone

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Questions?

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