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Using social media to your advantage in
your job search

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Why use social media in your job search?

- **73%** of recruiters use social media to look for candidates
- **93%** of recruiters will review a candidates social profile before making a hiring decision
- **56%** of employers admit that online profiles influence hiring decisions
- **Two thirds (65%)** of Brits believe companies turn down job applicants based on their social media profiles
- Online reputation works both ways – **28%** of employees have been influenced by what they've read about an employer on social media

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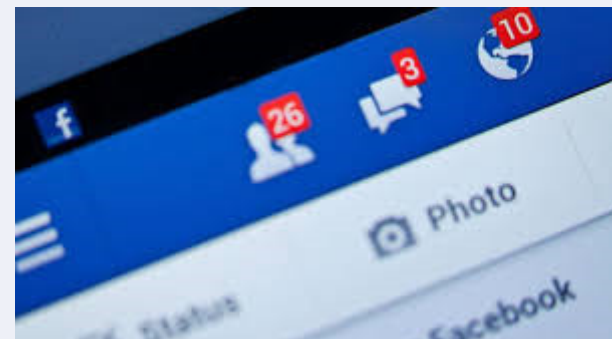


- The world's most popular social media channel
- Facebook has 1.4bn active users worldwide
- In the UK more than half the country – 34 million people – login each day
- Smartphone users check Facebook up to 14 times a day

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How to use Facebook in your job search

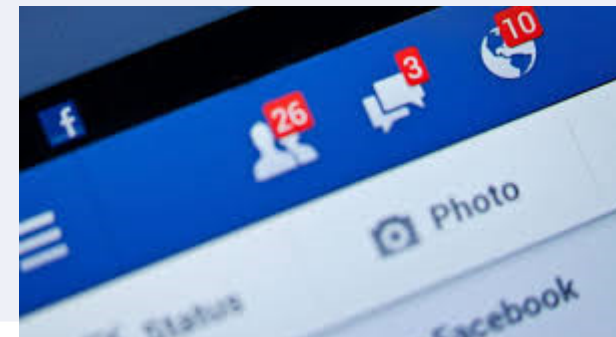
1. Do a social media audit – ask a friend to see what they can see on your Facebook page. Do the great aunt test!
2. Complete your profile with as much information as possible especially workplaces, professional skills
3. Reach out to contacts/'friends' – ask for job opportunities



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How to use Facebook in your job search

4. [Join relevant groups](#) – Flexible working for mums like me! London Jewish Jobs, Wonderful Working Mums, Jobs in Borehamwood
5. 'Like' organisations you are interested in – their updates will appear in your newsfeed
6. Ensure privacy settings are set correctly to keep personal information private
7. Look up your potential recruiter/interviewer – you may have a friend in common or a hobby in common



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What to avoid doing on Facebook

1. Badmouth previous employers on your Facebook page
2. Post inappropriate/provocative photographs
3. Make discriminatory comments about race, religion, gender etc
4. Keep it professional when communicating
5. Employers may be put off by 'ranters' so think before you publicly bash a restaurant on the restaurant club group!
6. Think before you request or accept friend requests from work colleagues or your boss.



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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
- 350,000 tweets are sent every minute

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How to use Twitter in your job search

1. Track and follow trends in relevant industries
2. Use the search function to look for jobs
e.g. [marketing jobs London](#)
2. Follow companies you are potentially interested in working for – they often post jobs
3. Keep an eye on trends and relevant topics
4. Build up your profile - join chats, interact and initiate conversations – Twitter is a less formal platform than others
5. Use pictures and videos to get noticed



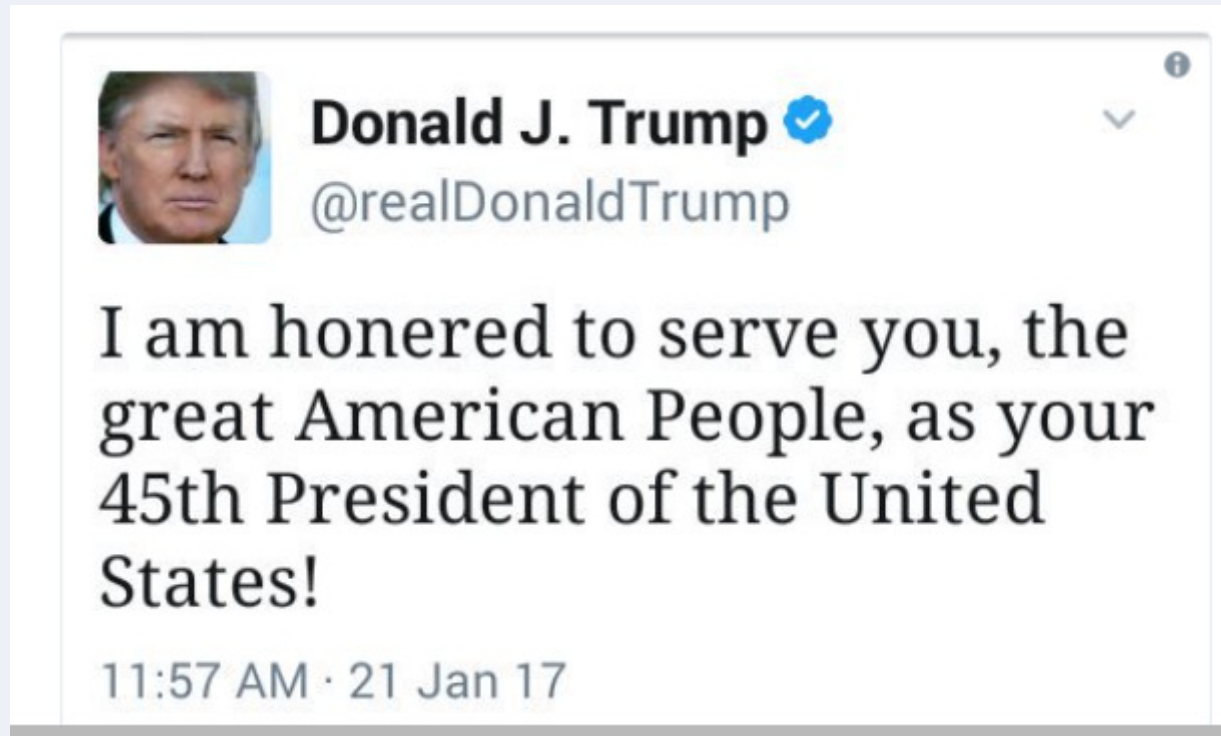
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What to avoid doing on Twitter

1. Do not post inappropriate or derogatory comments or pictures
 - keep your profile professional
2. Do not follow a company/potential boss if you are not comfortable with them reading your previous posts
3. Check spellings and links to avoid embarrassing errors



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- 433 million+ members in over 200 countries globally
- 70% of users outside the US
- 15 million members in UK (up 50% from 2012)
- 2 new members per second
- 50% 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 an All Star profile (Professional profile picture, summary about yourself with targeted words, your industry, at least 2 past roles, 5 skills, where you went to school, your postal code, over 50 contacts)
2. Keep up to date and get in touch with contacts and old colleagues
3. Search for people who work for a company or in a role you are interested in – you may be connected
4. Learn about people who are interested in contacting or who are interviewing you
5. Ask for endorsements and recommendations
6. Join relevant groups
7. View the jobs board

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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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Remember.....

1. To take advantage of social media in your job search!
2. Use it as a platform to sell yourself and your skills – link to your portfolios, websites, blogs, papers etc
3. Keep your profiles across all channels consistent

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Thank you

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