

A decorative graphic consisting of several overlapping teal-colored ribbons or strips of varying lengths and orientations, creating a layered, three-dimensional effect. It is positioned behind the word 'Resource' and above the main title.

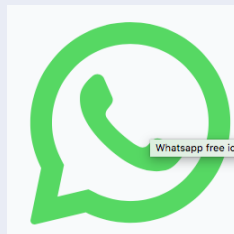
Resource

Social media Friend or Foe?

Resource

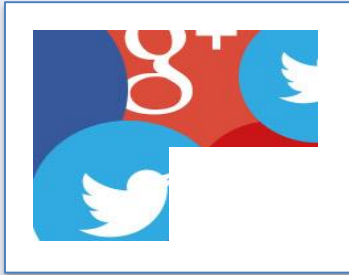


Resource



Resource

Friend?



3/4 of recruiters use social media to look for candidates

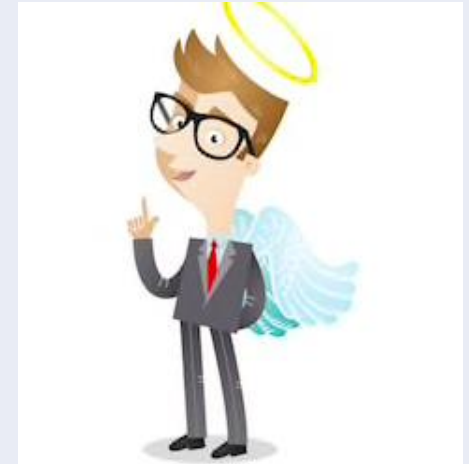
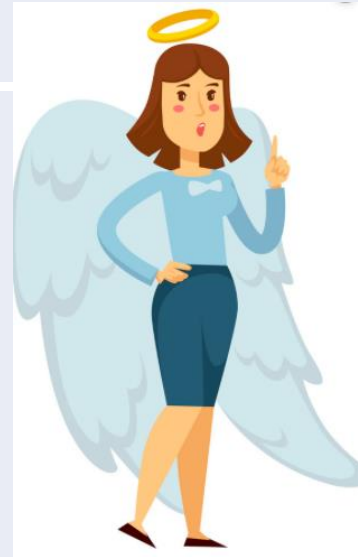


28% of employees have been influenced by what they've read about an employer on social media

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Foe?

93% of recruiters will review a candidates social profile before making a hiring decision



Resource



Instagram



Resource



- **600m+** members in over 200 countries globally
- **20m** members in UK
- **77%** of recruiters are on LinkedIn

Resource



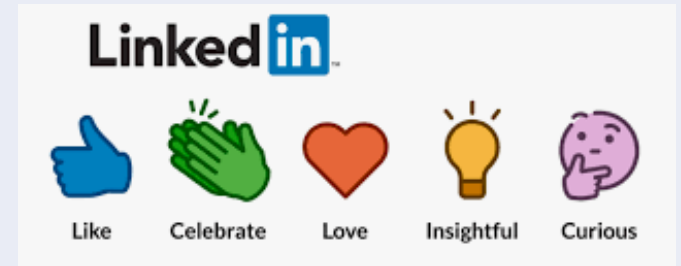
Greg Laxton



- Australian
- 49
- Captain in the Australian navy
- 16,000 employees
- Searching for a job in industry in the UK – career change

- 12 Greg Laxtons on Linked in
- 'Greg Laxton Australia' - first 10 listings relate to this Greg (83,000 results)
- 'Greg Navy Australia' - ranked 3rd (9,440,000 results)
- All interviewers checked his linked in profile - all made job offers

Resource



How did he do this?

- ✓ Posts every few weeks
- ✓ Likes relevant posts and tweets
- ✓ Video and articles within profile
- ✓ 2,500 connections
- ✓ Large volume of endorsements

500+ connections

Interpersonal Skills

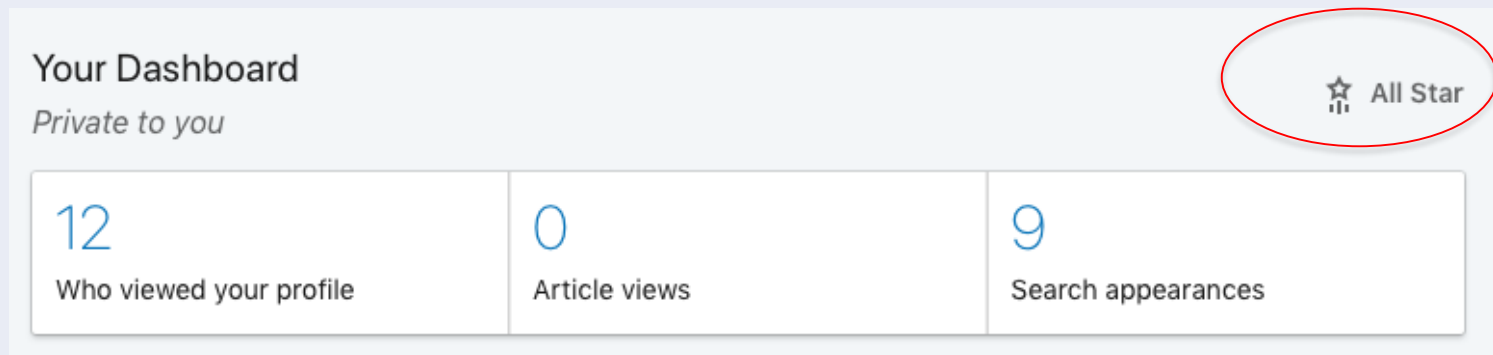
- + Team Leadership · 22
- + Stakeholder Management · 24

+ Engineering Management · 63

Resource

How to use LinkedIn to help your job search

- ✓ Complete your profile
- ✓ **Get** connected 50+



The screenshot shows a LinkedIn dashboard titled "Your Dashboard" with the subtitle "Private to you". In the top right corner, there is a red circle highlighting an "All Star" badge, which consists of a star icon and the text "All Star". Below the title, there are three white boxes with blue borders, each containing a large blue number and a label: "12 Who viewed your profile", "0 Article views", and "9 Search appearances".

Your Dashboard <i>Private to you</i>		
12 Who viewed your profile	0 Article views	9 Search appearances

Resource

How to use LinkedIn to help your job search

- ✓ Get in touch with contacts and old colleagues
- ✓ Learn about people - contacting or interviewing you
- ✓ Ask for endorsements and recommendations
- ✓ Keep up to date
- ✓ Join relevant groups
- ✓ Search for jobs – set up alerts

Resource



2nd most used
channel for
recruiters



1.59bn active
daily users
worldwide



35 million people



Facebook
checked up to
14 times a day

Resource

How to use Facebook to help your job search

- ✓ Review your profile with a 'recruiter hat on'
- ✓ Professional profile picture
- ✓ Complete your profile



Customize Your Intro ✕

 Details you select will be public and won't post to News Feed.

Work

☒ Self-Employed ✎

+ [Add a workplace](#)

Education

☐ Studied Business management at Brighton University ✎

☐ Went to West Hatch High School, Chigwell ✎

+ [Add education](#)

Current City

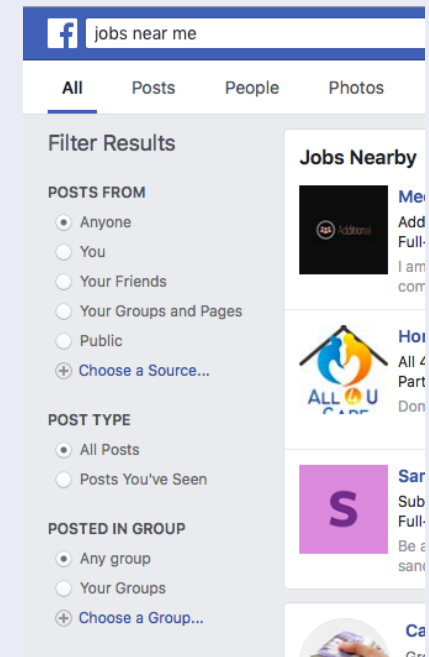
☐ Lives in London, United Kingdom ✎

Update Your Information Cancel Save

Resource

How to use Facebook to help your job search

- ✓ Search for jobs
- ✓ Join relevant groups
- ✓ Look up your potential recruiter/interviewer

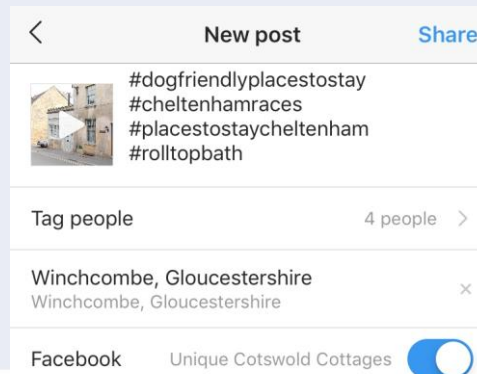
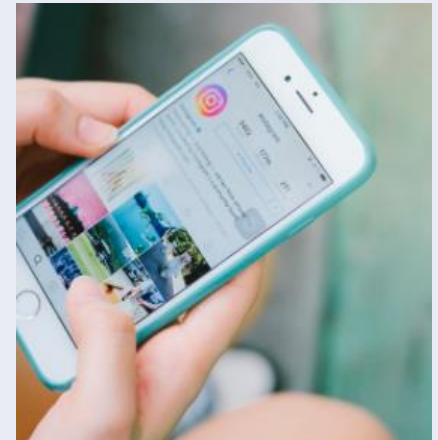


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The Instagram logo, featuring the word "Instagram" in a black, cursive script font, centered within a thin black rectangular border.

Fastest
growing SM
platform in
2019

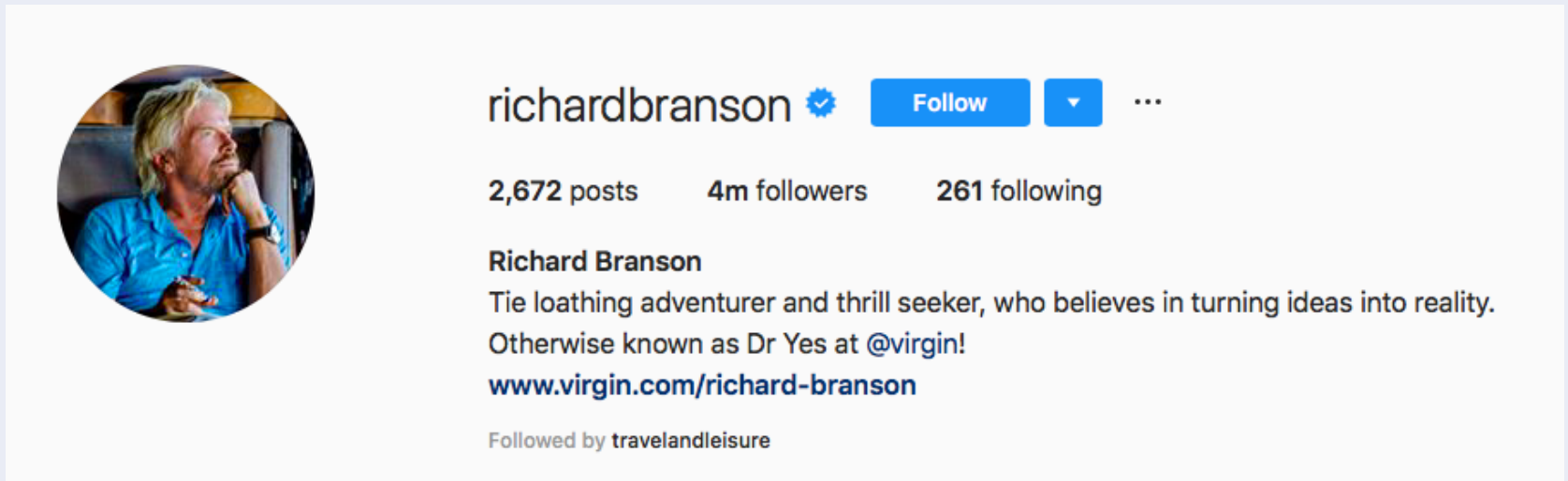
- Launched in 2010
- **1bn** users worldwide
- **14m** in the UK
- Can automatically copy posts to Facebook



Resource

How to use Instagram in your job search

- ✓ Consider Creating a New Account
- ✓ Establish Your Personal Brand



Resource



- ✓ Send and read short 280-character messages called "tweets" in real time (50-60 words)
- ✓ 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

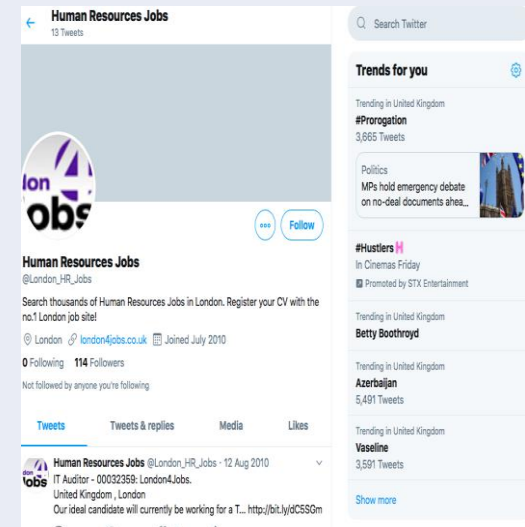


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How to use Twitter in your job search

- ✓ Simple profile
- ✓ Use the search function to look for jobs
- ✓ Follow companies
- ✓ Keep an eye on trends and topics
- ✓ Build up your profile - join chats
- ✓ Twitter is a less formal platform than others



Resource

Getting it right



Resource

Getting it right

Poor spelling

- *There, their and they're*

Ranting!

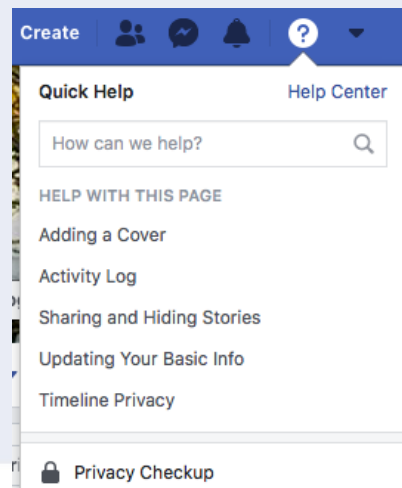


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Do's and Don'ts



- ✓ **Don't** badmouth previous employers on your Facebook page
- ✓ **Don't** post inappropriate/provocative photographs or content
- ✓ **Do** keep it professional
- ✓ **Do** review privacy settings



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And Finally

- ✓ Take advantage of social media in your job search!
- ✓ Use it as a platform to sell yourself and your skills
- ✓ Depth vs quantity ■
- ✓ Do a google search of your name



Resource

Like Resource on Facebook, Twitter and LinkedIn



Resource

@resourcecharity

Jewish Employment Advice Centre. Helping members of the Jewish community find their feet in today's job market.

North London resource-centre.org Joined July 2012

166 Following 259 Followers

Not followed by anyone you're following

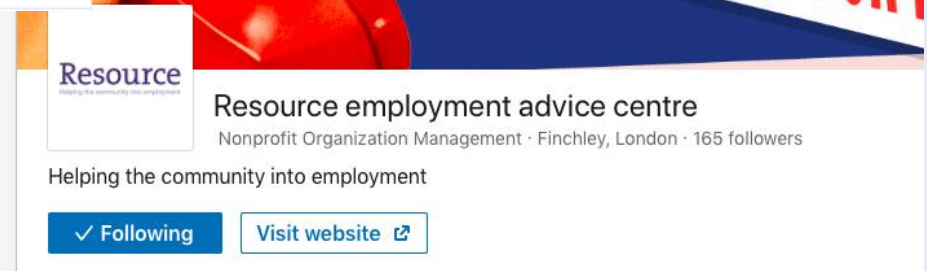
Tweets

Tweets & replies

Media

Likes

Helping the community into employment
020 8346 4000 | www.resource-centre.org



Resource

Thank you

Amanda Stecker

amanda@steckersolutions.co.uk

Amanda@uniquecotswoldcottages.co.uk