

Resource

Social Media in your Job Search

Gillian Gurner

Resource

Remember how you used to look for a job?



Resource

Social Media – a vital source for jobs



Resource

Why should you use Social Media?

- Advertise your skills and publicise your personal brand
- Build your network
- Apply for jobs easily and quickly
- Shows you are modern, IT-savvy, up-to-date

Resource

Why you should use Social Media

- 92% of recruiters and hiring managers are trawling social media to find the best people
- Employers expect candidates to have an online presence

Resource

Creating your personal brand on



- Create a profile – remember, it's not your online CV
- Professional photo – 21x views, 9x requests to connect
- Punchy headline – highlight what you do, emphasise your skills or style of working
- Summary – what's special about you, what you can offer and why an employer would want to speak to you – keywords

Resource

Creating your personal brand on



- Work experience
- Add skills – 5+ skills means 31x views
- Recommendations
- Location
- Add media

Resource

Your **LinkedIn** Profile



Victoria Sterman

Leading a charity to deliver consistently excellent results by nurturing the self-belief of clients and colleagues

London, United Kingdom

[Add profile section](#) [More...](#)

[Resource - Jewish Employment Advice](#)

[The University of Birmingham](#)

[See contact info](#)

[See connections \(500+\)](#)

After a rewarding career in the pharmaceutical industry where I managed market research projects, recruited management consultants and had P&L responsibility for scientific publications, I was aching for a new challenge. In 2013 I was appointed CEO of Resource, London-based charity that supports unemployed people into the workplace.

On an annual basis Resource makes a difference to over 600 lives, by offering a programme of individually-tailored support, delivered with compassion and professionalism; over 65% of our clients secure employment within a few months with our help. Our USP is our culture, where every individual is valued, and in addition to the high success in employment rates, the vast majority of our clients report significant improvements in their levels of self-confidence.

Resource

Build your network on **LinkedIn**

- Who can you connect with?
- Former colleagues, friends, people from school, university
- Send a message to connect – give a reason

Resource

Build your network on **Linked**

- Use your network – reach out to connections at a company you would like to work for and ask them to refer you for the job
- Follow companies you're interested in working for and ask them to stay informed of company news and job openings

Resource

How to look for a job on **Linked**

- In '**Jobs**', set up your '**Career Interests**' – tell recruiters you're open, potential job titles, locations
- Use the LinkedIn **Job Search App**, set up alerts, filter specific roles, save and track the jobs you've applied for
- Search for jobs using the **Search** bar

Resource

How to look for a job on **Linked**

- Apply actively – either using “**Easy Apply**” or “**Apply on company website**” button
- Apply direct to hiring manager
- Look for mutual connections
- Join conversations – be active
- Like or comment on posts to raise your profile and be seen by others

Resource

How to use



find a job

- Enhance your profile by adding work experience in the **'About'** section
- Search Facebook groups – by keyword, eg Jobs in Stanmore, Flexible Working for People Like Me, Working Mums – and join
- **'Follow'** the organisations that interest you
- Participate in discussions in groups or communities by your occupation

Resource

How to find a job on



- Check your privacy settings
- Think about your postings – content and who can view
- Connect and engage with your network
- Post updates related to your job search and career interests
- Stay professional at all times
- Search for job opportunities

Resource

How to find a job with



- Establish a powerful, professional public Twitter account
- Choose a Twitter username - @you – must be unique – short, memorable and descriptive.
- Photo – use the same as for LinkedIn
- Excellent bio (160 characters) – location, key words, skills and accomplishments
- Will be searchable and noticeable

Resource

How to find a job with



- Search for jobs by title or *#marketingjobs #HR*
- Follow companies you are potentially interested in working for – they often post jobs
- Follow people you are interested in – they are likely to follow you back
- Join chats, interact and initiate conversations – be active
- Use pictures and videos to get noticed

Resource



And finally

- Make sure you have a professional and consistent image across all your social media channels
- Use the best terms (and key words) so that you can be found easily
- Think carefully about your posts – nothing you wouldn't mind your great-aunt reading!

Resource

Thank You

Tel: 020 8346 4000

Email: Office@resource-centre.org