Employability – Using Your Social Media Presence

1 of 16 – Welcome

Welcome to this session on using your social media presence to find your next job role.

By the end of the session you will have an understanding of:

* The importance of a social media presence when job hunting
* The different social media platforms
* How to use social media

2 of 16 – What is a social media presence?

Your social media presence is how you post content and engage with other people on the internet. This includes how often you post, the type of content posted and the levels of engagement on your social media accounts.

Whether you have a social media presence or not and however you feel about it, social media is here to stay and has impacted the recruitment market.

What does a social media presence mean to you? Write down your thoughts.

3 of 16 – Social media and your job search

Social media provides you with an opportunity to advertise yourself, helps you find job opportunities, allows employers to see beyond your CV and provides you with an opportunity to learn about companies and industry trends.

[Visit this website to read an article about the importance of social media to job hunting: https://www.zippia.com/employer/8-advantages-using-social-media-recruitment-advertising-strategy](Visit%20this%20website%20to%20read%20an%20article%20about%20the%20importance%20of%20social%20media%20to%20job%20hunting%3A%20https%3A//www.zippia.com/employer/8-advantages-using-social-media-recruitment-advertising-strategy)

4 of 16 – The benefits of social media for job hunting

There are lots of ways to use social media to help your job search. Some of these include;

* Meeting new people
* Networking with people
* Researching companies or individuals
* Being invited to events
* Having a clear and compelling online profile
* Being able to be found via a Google search
* Building relationships with hiring managers

Remember, you do not need to replace your traditional job hunting methods – you will get the best results by using social media alongside your existing strategies.

5 of 16 – Which is the best platform?

There are a wide range of different social media platforms available. You may be wondering - which is the best one?

The answer is that there is no straightforward answer. Different platforms have different pros and cons of using them, and will be more or less useful for different things.

In the following slides we will look at some of them in more detail so that you can see for yourself how they might be useful in your job search.

6 of 16 - LinkedIn

LinkedIn is a platform designed around people’s jobs and careers, so is an obvious choice when considering social media and job searching. Over 500 million people currently use LinkedIn.

LinkedIn describes itself as “a valuable resource for career and business professionals to network, obtain resources and support”. It has functions specifically designed for business professionals to connect with one another.

It is free, quick and easy to create an account and profile on LinkedIn. Watch this short video to see how to fill in a basic LinkedIn profile: <https://youtu.be/KGVh9P7mLUk>

There are lots of ways to use LinkedIn to support your job search, including;

* Increasing your network by following individuals and joining groups
* Using recommendations
* Searching for jobs posted on LinkedIn
* Posting regularly
* Writing articles
* Setting up alerts

You will get more out of LinkedIn if you take the time to build networks on the site. Commenting on other people’s posts, posting yourself and using the site’s recommendation features will help you to connect with people more effectively.

7 of 16 – Instagram

Instagram has over one billion users worldwide. It is a very visual platform that is particularly suited to creative industries.

Search for and follow brands or companies that interest you to learn more about them. You may be able to find job listings and opportunities by following hashtags such as #jobsearch, #recruitment or #jobopportunity.

Like many social media platforms, Instagram has its own app so can be used easily from any mobile device.

8 of 16 – YouTube

YouTube is used by over 1,300 million people, with almost five billion videos a day being watched on the platform. There is a wealth of content on YouTube created by corporate entities and individuals, with videos on pretty much any topic imaginable.

YouTube is a useful resource for research and personal development. You can search for videos on interview tips and preparation, writing a CV, applying for jobs in particular sectors or many other employment topics. You can also search for a company that you wish to work for and learn more about them, or use instructional videos to develop new skills that could be useful to you in your new job, such as using particular computer software, numeracy skills or even speaking a new language.

9 of 16 – Twitter

Twitter has around 321 million monthly users from all over the world. It can be a great place to increase your professional network by following influential people in your chosen sector, and to keep up on industry news.

You also often find jobs advertised on Twitter, sometimes jobs that may not be advertised anywhere else.

Many companies have their own Twitter accounts which you can follow to learn more about them.

10 of 16 – Facebook

Worldwide, there are over 2.38 billion monthly active users on Facebook. If you share with your friends and family that you're connected to on Facebook that you're looking for a job, many of them will see and engage with your status update.

You can also use Facebook to research companies that you would like to work for by liking and following their pages. Companies will often post job opportunities to their pages too.

You may also find groups dedicated to the type of job or sector that you wish to work in. Joining these groups can help you to connect with like-minded people and increase your exposure to relevant training opportunities, job openings, recruitment events and other useful information.

11 of 16 – Best practice when using social media

No matter which social media platform or platforms you choose, there are certain things you should always keep in mind when building your social media presence to help your job search.

* Mind your manners - always be polite and courteous to others
* Adjust your privacy settings - make sure potential employers only see what you want them to see
* Follow key people - choose companies and industry thought leaders who can inspire you
* Complete your LinkedIn profile - ensure potential employers can see all you can offer
* Be consistent - make sure your information matches on different platforms
* Check your spelling - good spelling and grammar create a good impression

12 of 16 – Things to avoid when using social media

Just as important as the things you should always do online are the things you should never do.

* Don’t post inappropriate content - avoid photos of wild parties and potentially divisive subjects
* Don’t use social media to air grievances - keep arguments private and offline
* Don’t use unprofessional account handles - choose something that you want employers to see
* Don’t create a bad first impression - your profile is often the first thing a new employer will see
* Don’t rely solely on social media - other job search avenues are still important

13 of 16 – Question 1

Select the answers that complete this sentence. Choose all that apply.

Social media provides you with an opportunity to…?

1. Research companies you would like to work for
2. Learn about industry trends
3. Not have to bother leaving the house to find a job
4. Enable employers to see beyond your CV to learn more about you

The correct answers are:

Social media provides you with an opportunity to **research companies you would like to work for, learn about industry trends** and **enable employers to see beyond your CV to learn more about you**.

14 of 16 – Question 2

Roughly how many reported users of LinkedIn are there?

1. 100 million
2. 250 million
3. 400 million
4. 500 million

The correct answer is:

**d)** **500 million**

15 of 16 – Question 3

Which of the following are true statements relating to social media and your job search?

1. You should keep your LinkedIn profile up to date
2. You don’t need to be polite when you are online
3. You should use social media to complain about things
4. You should adjust your privacy settings on social networks
5. It’s fine to post pictures of everything you do online
6. You should follow companies and industry thought leaders

The correct answers are:

**a) You should keep your LinkedIn profile up to date**

**d) You should adjust your privacy settings on social networks**

**f) You should follow companies and industry thought leaders**

16 of 16 – End

Well done. You have completed this session about using your social media presence to find your next job role.

Do you want to know more? This session is part of the employment series. Explore the other sessions to discover helpful information including:

* The hidden job market
* CV and interview tips
* Using an online job board
* Making social media work for you