

HOW TO USE SOCIAL MEDIA IN YOUR JOB SEARCH



Social media is everywhere and as a job seeker you need to understand how it can impact your job search efforts.

Before you start using social media for your job search:

PERFORM A SOCIAL MEDIA AUDIT

Search your name online as this is what potential employers will see if they look you up.

Change your privacy settings and remove any unwanted photos or comments.

Then, follow these simple tips:

Make sure everything on your social media is clean, professional and showcases your skills.

Present a positive picture of yourself.

KEEP IT PROFESSIONAL

ENGAGE AND BE ACTIVE

Check your social media regularly

Interact with recruiters, employers and professionals in your field.

SOCIAL MEDIA TOOLS FOR YOUR JOB SEARCH:



LinkedIn is one of the key professional social media platforms. It has become an almost essential complement to the résumé.

Why it's important to join:



Recruiters and employers use LinkedIn to check if candidates have a profile and to get a snapshot of them before offering an interview.



Recruiters use LinkedIn to find candidates and approach them directly.



Many jobs are posted exclusively on LinkedIn.



It's a great way to network and build an online reputation.

What you need to do:

Ensure your profile is fully completed and up to date.



Use your profile to showcase key career highlights and grab the attention of employers.



Join and contribute to groups relevant to your field.



Connect with people you know, reach out to new professionals or reconnect with people from your past.



SOCIAL MEDIA TOOLS FOR YOUR JOB SEARCH:

facebook

Facebook is increasingly being used by companies to recruit and vet potential candidates.



Here are a few tips on using Facebook in your job search:

- 1** Ask your connections for information and advice about specific careers or about the job search process.
- 2** Let your connections know you are looking for work.
- 3** Find information on companies by liking and following their pages.
- 4** Look for job leads in Facebook's Jobs section or directly on company pages.
- 5** Find potential connections through the Groups feature.
- 6** Follow Atlantic Human Service's Facebook page for job search related advice, articles and job leads!

