



Using Social Media to Supplement your Job Search

Have you joined the Twitterati? Whether you are currently a convert or a sceptic, using the social networking site skilfully may help you enormously with your job hunting. Ultimately, Twitter, Facebook and LinkedIn are a form of networking. They enable you to get in touch with a variety of people and organisations working in your area of interest. They also enable you to enhance your knowledge of the sector and of potential job or placement opportunities that may be available. Many companies have their own accounts on these sites and post job opportunities and company news to their followers as it is easy and cost free.

The Facts

- Social Media is now the number one activity on the web.
 - If Facebook were a country it would be the world's 3rd largest.
 - 95% of companies using social media for recruitment use LinkedIn.
 - Every second two new members join LinkedIn.
 - 50% of mobile internet traffic is through Facebook.
 - 93% of marketers use social media for their business.
 - 80% of companies use social media for recruitment.
 - There are 60 million status updates every day on Facebook!
 - 91% of employers use social media to screen prospective candidates. 76% use Facebook, 53% use Twitter and 48% use LinkedIn. 11% of employers reject a candidate because of their inappropriate photos on social media. 11% were rejected due to comments about previous employers and 11% due to poor communication.
- <http://www.youtube.com/watch?v=w6rGe-XBi9w>



What does your social media presence say about you?

68% of employers will find you on Facebook, and 1 in 3 employers have rejected candidates based on something they found about them online. Employers could be assessing your skills, attitude and personality and what they see may even form part of the recruitment decision making process.

Why not Google yourself and rate your own character based on the results that appear? How are you portrayed to a recruiter? Do employers have access to your Facebook profile along with potentially career damaging images and statuses? If you have a personal account you use with friends, it may be worth having a separate account for your job hunting activity to help you censor your posts and adjust privacy settings accordingly. Your LinkedIn connections and groups, and the pages that you like on Facebook also say a lot about your passions and interests.

Clean up your online image - <http://careers.guardian.co.uk/careers-blog/google-online-searches?intcmp=239>

Not on social media yet? Sign up to the platforms below for free by clicking on the links



<http://www.facebook.com> and **follow Careers 'covunicareers'**



<https://twitter.com> and **follow Careers @CovUniCareers**



<http://www.linkedin.com> and **follow Careers @ uk.linkedin.com/in/covunicareers**



<http://wordpress.com> and **follow Careers @ covunicareers.wordpress.com**



Meet the Real Me – www.meettherealme.co.uk/Coventry. Make an online video CV, show your personality, tell employers what makes you a great graduate employee and have employers headhunt you.



Top tips for how to use these sites for job hunting

- I. *Follow companies related to the sector you want to work in.* This will help to keep you abreast of sector news and opportunities e.g. if you wanted to work in engineering, you might choose to follow organisations such as the Institute for Engineering and Technology, The Department for Business, Skills and Innovation, Royal Academy of Engineering, Engineering Council, Jaguar Land Rover, and any others you would like to work for.
- II. *Follow recruitment/careers organisations that advertise jobs in your chosen subject.* Some general accounts include Prospects, InsideCareers and TargetJobs. The Guardian has Twitter accounts advertising jobs in different sectors. Many companies have their own Twitter and Facebook accounts where followers can receive news about the company and job openings and can remain commercially aware in their industry.
- III. *Keep the numbers of those you follow limited and targeted.* Being consistently bombarded with irrelevant information on your feed may lead you to miss important opportunities. Check your feeds daily to avoid this!
- IV. *Be aware of your 'personal brand' and how you portray yourself through your posts/tweets.* An employer may look at your feed/profile to learn more about you. Be different and interesting – stand out. Reveal your personality and ambition through your interactions with companies and comments on news and trends in your sector.
- V. *Be bold and tweet a company speculatively to enquire about jobs or internship opportunities.* Before doing this, think carefully about whether the company is likely to respond positively to this approach. This may work better with more media savvy, creative organisations and smaller companies that don't have defined recruiting processes.
- VI. *Use your LinkedIn profile to make connections.* Follow previous companies you have worked for and your University Alumni to find out what your previous colleagues and students are doing. Keep your profile professional, include your work history, sell your abilities and ask previous colleagues to post recommendations about you on your profile.

#twitterjobchallenge

In April 2011 Guardian Careers launched the #twitterjobchallenge to all its followers <http://bit.ly/f8Zd8o>. The challenge for followers to secure a job via twitter was a success as some graduates were offered positions by employers:



@jreadsalot: #twitterjobchallenge is a great idea. Although not a job, I did get 5 out of 6 publishing placements by tweeting.

Gr8graduate sent the following tweet to a PR company and was offered an interview for a placement:



@dynamopr Good morning :D do you like animation? <http://bit.ly/icQ25U> #dynamocog

Tweeting for a job can show initiative and creativity, particularly if going for jobs in the creative industry. However, it should not be used as a job hunting tool on its own. Do continue to use conventional methods of job hunting as well!

Further information and interesting links:

- Tips on using Twitter in your job hunt - <http://careers.guardian.co.uk/careers-blog/job-seeking-twitter-tips>
- Podcast: <http://careers.guardian.co.uk/audio/using-twitter-to-find-a-job>
- How social media can aid job hunting - <http://fransgaard.com/social-media-can-help-your-find-your-new-job>
- Using Social Media to find a job (Manchester University Workshop) - <http://vimeo.com/23598831>
- Career Player - <http://www.careerplayer.com/tips-and-advice/general-advice/social-media-and-job-hunting.aspx>
- Tweetmyjobs –sign up to receive job postings to your social networking sites - <http://www.tweetmyjobs.com>
- Online CVs - <http://jobs.guardian.co.uk/article/4290335/why-online-cvs-are-essential-in-your-job-search>

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