

Using social media to find employment

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Student Employment, Experience and Careers Centre



Aims of session

- Introduction to social media in the context of job seeking
- The benefits of using social media in job search
- How to get started
- Do's
- Don'ts



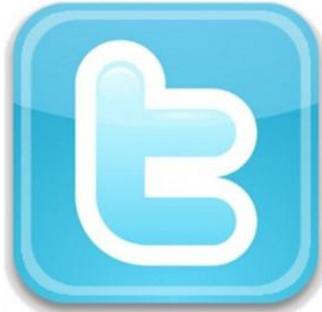
Quiz



Answers.....



Blog



Twitter



MySpace



Bebo



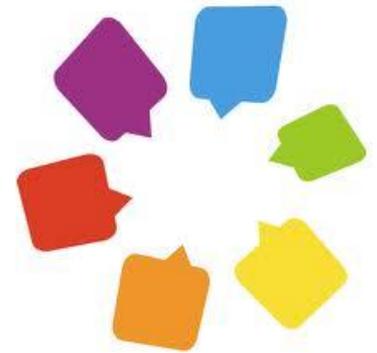
Facebook



LinkedIn



Google



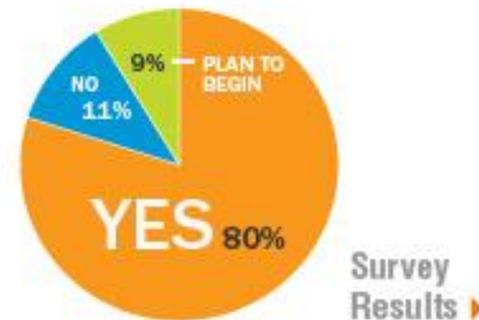
yfrog

“It’s no longer enough to have a solid CV, students now need a professional online presence”

Holly Paul, Recruiting Leader, PWC.

85% of employers in a recent Microsoft survey said that a positive online reputation influences their hiring decisions

DO YOU RECRUIT IN SOCIAL NETWORKS?





Why use it?



- More and more employers are using it to seek out graduate recruits
- Opportunity to start building your own professional brand
- You can profile your CV and digital profile 24/7
- Little effort for potentially great return
- Turn your relationships and connections into opportunities
- Have direct, up to the second access to top jobs and industry news

What types of social media are most appropriate for job search?

- NOT:



- Yes to: 

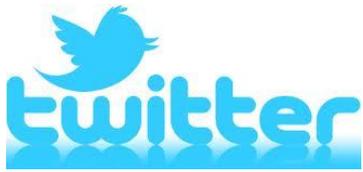
LinkedIn

Online Image

- Your profile picture on any social media site is worth a 1,000 (CV) words
- Ask friends / employers to take a professional style photo in appropriate settings e.g. classroom, lab, Internship, field trip, work place
- No inappropriate alcohol fuelled or silly pictures



'What seemed like a funny photo from university could end up costing you a job or an interview without you even knowing. Evidence of a negative or bad attitude, revealed through too much complaining or ranting, would put me off'. Shuvo Loha, director of headhunting specialists Janikin Rooke



- Estimated to have 225 million users, generating 65 million tweets a day and handling over 800,000 search queries per day.
- Contacts have been made, email addresses shared, advice given and followers gained.

7 steps to using twitter to get a job

- 1 **Tweet like an industry expert:** make sure your tweet is representative of your professional / online persona
- 2 **Re-tweet** interesting industry tweets / blogs or news that inspires you
(careful with using your pure moral judgement)
- 3 **Use hash tags appropriately:** You can find jobs listings, job related / industry chats through hash tags e.g. **#jobs #recruiting , #jobsearch, #mediajobs #gradjobs #londonitjobs #fashionjobs #marketingjobs**

- 4 Connect with recruiters and current employees find companies you are interested in and use as research tool to get connected
- 5 Build a relevant network opportunities will come your way, probably when you least expect
- 6 Start a 'hire me' campaign not appropriate for all sectors but if your passionate about it – set up a feed / campaign
- 7 Take it offline once you're confident you have a certain c with an employer – suggest a meeting / send a CV
- 8 Keep a blog and tweet it regularly



<http://sadiegeonline.blogspot.com/2011/06/getting-internship-through-twitter.html>

Summary

- Make your Twitter presence 'employer-friendly'
- Put your job pitch in your Twitter bio
- Use a professional-looking avatar
- Tweet about your job search
- Include a link to an online CV in your bio (LinkedIn is perfect)
- Establish yourself as an expert in your field on Twitter



<http://www.guardian.co.uk/money/2011/apr/30/twitter-your-way-into-job>

what is
LinkedIn?

Facebook's more 'professional upmarket' cousin

The world's **largest** professional network

Over 120 million professionals

200,000+ organisations

150 industries

6.5 million students

9 million new grads (2008-11)

37,000 university groups



"It's not enough to simply push your CV up on the web and hope a company is going to come to you; the onus is on you to get out there and persuade".

Matthew Jeffery, head of talent acquisition at software house 'Autodesk'.

I'm only a student, how do I promote my profile on LinkedIn?

- <http://uk.linkedin.com/in/samuelroutledge>

Sam Routledge

Final year Biology student at the University of Manchester, building a career in sales and marketing

Location [United Kingdom](#) Industry [Marketing and Advertising](#)

Overview

- Past Sales Management Intern at Remtech Health Products Ltd, Guildford
- Open Day Assistant at School of Biological Science, University of Manchester
- Assistant Coach at [University of Manchester Hockey Club](#)
- Front of House Team Leader at Lorenzo's Pizza Restaurant, Withington
- [see less](#)
- [see all](#)
- Education University of Manchester
- Connections 2 connections
- Public Profile <http://uk.linkedin.com/in/samuelroutledge>

1: Building your



profile

- Write an appropriate title and profile; Student at University of X, seeking graduate job within investment Banking
- Write a keyword-rich summary and add some 'specialities' such as; foreign languages, marketing skills, technical skills
- Include details of your education and previous employment
- Clubs, Societies , volunteering and awards
- Consider who you might approach for 'recommendations'
- Add your Twitter account and a link to your blog (if you have one)
- Set up your public profile (i.e. simple web address)

Building contacts

- Join relevant groups and contact people that way
- Check their contact settings for 'expertise requests'
- Usual networking rules apply!
- Approach more junior people first, not CEOs (unless you daring and confident)
- Ask for advice initially; perhaps an informational interview can lead to work experience and perhaps even a job
- There is a word limit for messages to anyone who is not a direct contact e.g. group contact –a short paragraph
- Also consider starting discussion in a relevant group





Groups

- Joining groups is important for students to expand their network of contacts
- Can automatically view most profiles of (and send messages to) people in same group
- Ask questions / share experiences – interviews / assessment centres

Tips:

- Useful for you to join groups to make further appropriate connections
- Look for high membership groups
- Change your settings for the group to, weekly digest or de-select the Digest email box

First Steps

- Complete your profile as fully as possible
- Join some relevant groups (can join up to 50)
- Join in some group discussions
- Find some of your fellow students or recent UoR graduates on LinkedIn as examples
http://www.linkedin.com/groups?gid=130816&trk=myg_ugrp_ovr
- Come and see us and have your LinkedIn profile checked
SECC, Carrington Building at 11.30-2pm for quick



6 of the best things about LinkedIn



1. You can see who your 2nd and 3rd degree contacts are
2. You don't have to already know people to start building your network on LinkedIn
3. You can keep in touch with people even when they change jobs
4. There's no blurring of personal and professional –it's ALL professional
5. You can dip in and out of it as you need to (but the more you put in, the more you get out)
6. Is it 6 degrees of separation, or just 3...?

LinkedIn Grad guides

The Association of Graduate Recruiters and Guardian endorse this ‘course’ as a way of learning to use LinkedIn effectively;

- What is LinkedIn and why should I join?
- Building your professional brand
- Finding your career
- Building and maintaining a professional network
- Turning relationships into opportunities
- Researching and prepping for interviews

<http://learn.linkedin.com/students/step-1>

Testing, testing 1.2.3

<http://uk.linkedin.com/pub/emma-sowden/26/98a/8b>