

COMPETENCES



Impact of social media in the job application process

Training for CV and cover letter





Using social media for your job application

- + A lot of employers and recruitment agencies today are using social media to share job offer or to check the social media profiles of candidates. Therefore you should consider in your job search strategy.
 - + Online social network sites have become an essential forum to advertise your skills and **allow you to establish your social brand**, network with people online, **identify job opportunities**, and turn those leads into real-life job opportunities.
 - + By using social media sites or the internet in general in your job search you **can increase the visibility of your professional profile** and be seen by the wider world. It puts your skills and experience into the public domain and provides opportunities to network online with professionals from all kind of different employment sectors.
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Most common social media platforms for job search

LinkedIn

- + LinkedIn can be a valuable tool in your job search as businesses, recruiters and head-hunters will use LinkedIn to search for candidates for particular jobs and then approach them directly.
 - + If you are actively job searching it is essential that you have an up to date LinkedIn profile. Your LinkedIn profile is pretty similar to writing an online CV. However, the digital technology aspects of LinkedIn, offers some other useful features including endorsements.
 - + Ask people you know, whether it is your manager, colleagues, customers, suppliers or friends to write a few positive words about your work capabilities on your LinkedIn page. You can make suggestions for the kind of thing you would like them to write.
 - + LinkedIn is not a replacement for a conventional CV but it has become very useful, if not essential, to complement it.
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Most common social media platforms for job search

Facebook

- + This social networking website allows users to create a personal profile, add other users as friends, and exchange messages within its community framework. You can also join groups, organise events and share photos and videos.
 - + Although it's a very informal medium and largely used by people for connecting with friends and family, it is increasingly being used by organisations for more commercial reasons.
 - + On Facebook the boundaries between the personal and the professional can be very blurred. Employers tend to search for Facebook accounts of candidates. Make sure that you are always aware of what information about you can be accessed and by whom. Be aware that your profile picture is visible for everyone – even when they are not on your friend-list.
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What employers are interested in when checking social media profiles:

- + Hints on drug- or alcohol misuse
- + Discrediting Photos
- + Communicative competence
- + Defamatory Statements
- + Wrong Qualification
- + Hints to criminal offenses
- + Confidential information

Before you post any information in your own name on the web, consider whether you would be happy to have this information published in a national newspaper where your family, friends, current and future employers could see it. If not, then change it!



Benefits of using social media

- + You can apply for advertised roles easily and quickly
 - + You are more visible to recruiters who are using social media to advertise their jobs and source candidates
 - + You can build your network and engage with a wider audience across multiple social channels
 - + You can create a positive image of yourself by presenting testimonials, endorsements and presentations of your work onto your social media accounts, blog and/or website
 - + You can speak to recruiters, prospective employers and maybe at some point in your future to head-hunters throughout your job search by engaging with them across all channels in real time
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Dos and don'ts in using social media for the job application

Do create an online presence!

- When you're looking for a job or positioning yourself for career growth, it's important to have an online presence where you can showcase your skills and experience. Your online profiles will also help you connect with contacts who can expedite your job search and assist you with moving up the career ladder.

Do be consistent!

- Does the employment history on your resume match what's on your LinkedIn profile? Does the information you have on your Facebook page (if it's public) match up with the information you have elsewhere online? In some cases it is fine if you rework your job descriptions - for example targeting your resume is a good thing when applying for a job. What's not okay is to change or invent job titles, companies, or dates. The information that you give to an employer in your CV should be consistent with the information on you that you make publicly available online.
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Dos and don'ts in using social media for the job application

Don't do inappropriate postings!

- Employers are checking out candidates on Facebook, Twitter, and other social media sites. Posting company business (good or bad) and posting inappropriate information on Facebook are just a couple of examples of what can get you in trouble, or even cost you your job, especially when you do it from work.

Do Google your name and check what's online

- There's a lot of information online that can tell employers a lot about you including tweets, instant message, blogs, and the content and photos you post on social networking sites like Facebook, Instagram and Twitter. It's quite easy for employers to find information you may have preferred to keep private. Much of it can be found by Googling your name.
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Dos and don'ts in using social media for the job application

Do be careful what you tweet

- Be really careful what you tweet. You don't know who might read it. Search Twitter for "I hate my job" for an example. Hiring managers and employers are using Twitter, too, and they will probably read it. Tweets show up in Google search and you don't want to lose your job because you didn't think before you tweeted, even if you hate it.

Don't forget your facebook privacy settings

- ...to avoid that photos or comments can be accessed by or passed to third parties.
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Dos and don'ts in using social media for the job application

Do network before you need to

- Build your network well in advance of when you need it. Make connections in your industry and career field. Follow career experts. Talk to your contacts on ~~Twitter~~ or the other networking sites. Join groups on LinkedIn and Facebook, post and join the discussion. Be engaged and proactive in your communications.

Do give to get

- Networking works both ways- the more you are willing to help someone else, the more likely they will be to support you. Take some time to frequently reach out to your connections. Write a recommendation on LinkedIn, offer to introduce them to another connection, share an article or news with them.
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Dos and don'ts in using social media for the job application

Don't connect with everyone

- Quality is more important than quantity when it comes to connecting with someone. The first question you should ask yourself when making connections is: “how can the person help me?” The second question is: “what can I do to help them?” Before you ask someone to connect, consider what you have in common. That common denominator, regardless of what it is, is what's going to help with your job search.

Don't spend time online at your workplace




- The temptation, when you're job searching is to spend time looking at job postings, perhaps uploading your resume to apply, talking to contacts, or posting about the trials and tribulations of your job search on a Facebook page. You certainly wouldn't be the first (or the only) person to do so. Many people job search from work but given the way companies monitor employees, it's not wise to use your work computer or email account for job searching. Make sure to do that in your private time at home.
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