

Using social media for your job search



Social media can be an extremely effective tool for building your personal brand and furthering your career. Research indicates **60%** of companies used some form of social media to hire last year, with 2017 showing no sign of slowing down.

60% of employers have researched a candidate on social media*



62%

check Facebook*



45%

look at a candidate's
Twitter feed*



44%

use LinkedIn to
research*

If you're job seeking, chances are prospective employers are having a snoop around your social media profiles quicker than you can say 'Google' so take a look at our top tips to help your social media work in your favour and get you over that last hurdle to interview...

Keep it Clean

Use your common sense, don't use offensive language or post inappropriate material. If you wouldn't say it in the office then don't share it to the world and if you can't give up those Saturday night antic pics, set your profile to private!

Quality Not Quantity

If you want to use social media to help you get ahead in your career consider two or three social platforms relevant to your industry rather than covering all bases. Consistent and relevant discussion and content shared over a few platforms will go further to display your skills and professionalism than countless irregular accounts that have no substance.

Be Nice

There's nothing worse than seeing a prospective candidate slating their current employer on social media. It will discredit your loyalty and professionalism and guarantee your CV goes straight into the reject pile. When it comes to employers on social media, if you don't have anything nice to say then best to say nothing at all.

Network

Use your social media to build your network and place yourself in your industries community. Follow and engage with thought leaders and brands you'd love to work for. If you apply for a job and the employer recognises your name, you've already got your foot in the door. Those who regularly engage with their industry via platforms such as Twitter and LinkedIn are often headhunted for jobs they haven't even applied for.

Professional but Personal

Whilst expletives and drunken snaps are a no go, using social platforms for professional purposes doesn't mean you can't inject some personality into your content. Many employers use social media as an opportunity to learn a bit more about candidates and to find out what makes them unique. Don't be afraid to share your passions and discuss subjects you're interested in, just ensure you're conducting yourself in a professional way when you do this.

* CareerBuilder's Social Media Recruitment Survey 2016

For more help and advice on job seeking speak to one of our specialists:

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