Using Social Media for Job Hunting
Introduction

Using social media can prove an excellent job-searching tool, when used properly. Not only can you use it to develop your personal brand/image, you can use it as a research and networking tool, and find job vacancies within the industry you wish to work.

There are a number of mainstream social media sites, such as Facebook, Twitter and LinkedIn and through these you can link to blogs, websites (or even your own website), and video and imagery sites such as Instagram and YouTube. Whilst you may already be aware of this, using social media in a professional capacity is different to how you use it for personal use. You may wish to create separate accounts for your private and professional life, or adjust your privacy settings on certain accounts that you wish to keep for private use with family and friends (such as Facebook), and make other accounts (such as Twitter) more publicly viewable with a professional tone.
The benefits of using social media for job hunting

Using social media for job hunting can allow you to:

- Build industry knowledge by identifying the main players in the career sectors that interest you and the issues currently facing these industries. This can be invaluable to embellish your application forms or speak about at interview.
- Find key contacts within each organisation and learn more about the projects they are currently working on. You can even interact with these people or organisations by liking or commenting upon their posts, and this may lead to networking opportunities.
- Be alerted to job vacancies within the organisation and access these job postings.
- Build your own personal online presence or brand, which can help to set you apart from other candidates who may have similar qualifications and experience.

Employers use social media to recruit because:

- It offers them the opportunity to promote their opportunities quickly and cheaply!
- They can communicate with potential applicants and find out more about the applicant.
- They can look for people with a professional image and good communication skills who seem to fit both personally and professionally with the job requirements and company culture.
- They can advertise and market their organisation to followers, engaging those who are genuinely interested in what they do.

Getting started

Now let’s discuss some of the key social media sites and how you can use these for job hunting. It is important, however, to use platforms that are relevant to your interests and the sector you are looking to work in.

Your online presence is as important as your physical profile (CV), so how are you currently representing yourself online? What is your online personal brand? To find out, you may wish to look at [www.onlineidcalculator.com](http://www.onlineidcalculator.com) (which shows how you are represented on Google and gives advice on pro-actively managing your brand online).
Next think about which social media channels you want potential employers to see. For those you want to remain private, make sure you set your privacy settings accordingly. Bear in mind that even with the strictest privacy settings, sometimes you can appear in other news feeds if you have been tagged in a post or your post has been shared or a screenshot taken. Try to make sure that nothing you post privately would be something that would reflect negatively on you, or be something that you would regret a potential employer seeing.

LinkedIn  www.linkedin.com

With over 500 million members worldwide, LinkedIn is the largest professional networking site. LinkedIn provides opportunities to network with professionals from all kinds of employment sectors, regional groups and institutions.

Use LinkedIn to:

- Find out more about employers/companies of interest – you can use information gained in your future applications and interviews.
- See the latest topics being discussed within your sector and contribute your own.
- Search for professionals by job and sector for speculative approaches to both work experience and employment.
- Gain access to job postings.
- Network with professionals.

The most important part of LinkedIn is your personal profile – your profile is how you are discovered on LinkedIn and how you connect with other people. It is where you build your brand. You need to include your education, experience and skills and pay attention to your spelling and grammar. You need to have a complete profile (including your photo) so that you appeal to recruiters. Join industry groups and follow companies to connect with employers in your sector of interest and get involved in discussions to get your name known.

https://students.linkedin.com/uk

Get inspired, and watch the video:

https://www.youtube.com/watch?v=UVzyLK_0i7s

For more information about creating a LinkedIn profile to be proud of, see our more detailed Creating Your LinkedIn Profile guide: www.mmu.ac.uk/careers/guides

We also offer to review your LinkedIn profile as part of the Jobs Hub drop-in service that we offer. Contact us to find out more.
Twitter  www.twitter.com

Twitter is the ultimate microblogging site and allows users to connect and follow just about anyone. Twitter has a more informal nature than LinkedIn but you still need to make sure you present yourself in a professional way, as well as being interesting! You need a completed profile before you can follow anyone on Twitter; this includes a short biography and a photograph. You can put your job pitch in your Twitter bio.

You can also link to your LinkedIn profile so that graduate recruiters can find out more about you. It is important to have a strong profile and several Tweets under your belt before you start truly utilising Twitter for job hunting. Don’t just retweet what others are saying, create meaningful content that people care about. Once you have done this, use Twitter for job hunting by:

- Following the companies you want to work for and watching out for job listings, while also interacting via Twitter with employees who work there.


- Employers often tweet about job vacancies before the adverts are posted online. Use the hashtag #job along with your desired job role and locate to find vacancies.

Take a look at this great article about finding jobs with Twitter: https://biginterview.com/blog/2015/03/twitter-jobs.html

Facebook  www.facebook.com

Facebook is primarily a social site with many students using it to network for personal reasons and so this sets it apart from professional networking sites such as LinkedIn. However, some employers and professional groups use Facebook to promote their graduate programmes or their brand and this can provide useful information for your applications and interviews.

Employers sometimes view the Facebook sites of prospective candidates, so it is important to set your privacy settings at the highest possible level and make sure that your profile photo is suitable for an employer to view. Make sure that your online presence does not lose you the job.

Over 50 million small businesses currently have FB pages. You can search for graduate pages and groups by searching ‘graduate jobs uk’
**Blogs**

Blogs are a good way to gain insight into an organisation. Some larger organisations encourage their graduate trainees, work placement or intern students to blog about their experiences, and reading these can enhance your application to that employer.

To find suitable blogs try a Google search with relevant keywords, or visit the website of organisations you wish to work for and you will find links to their blogs from there. It is also key to follow the blogs of those writing about the sector/issues or those that demonstrate a passion for the field but may not necessarily be employed within it.

Start by reading other people’s blogs and commenting on them before starting to write your own. Sites such as WordPress, Tumblr and Blogger have made it much more accessible to write a blog and writing your own can demonstrate your enthusiasm for and knowledge of a subject as well as your communication skills – all attractive qualities to demonstrate to potential employers.

Link to your blog posts from your other social media platforms to ensure maximum coverage.

**Wordpress** offers top tips, inspiration and free themed resources to support the blogging community [https://wordpress.com/themes/blog/free](https://wordpress.com/themes/blog/free)

**Youtube** [www.youtube.com](http://www.youtube.com)

Use it to find information about graduate recruiters and to gain insights into what it is like to work for different companies. You can also find useful advice on applications and interviews. You may want to make a short video or video CV (no more than 2 minutes) to showcase your personality and enthusiasm, the value of what you can offer and your passion for the career you want. You can then include the link to this video in your CV, application form or speculative applications to help sell yourself to prospective employers.

[https://www.youtube.com/user/ManMetUni](https://www.youtube.com/user/ManMetUni)


**Wakelet** [https://wakelet.com/](https://wakelet.com/)

Share articles, videos, images, tweets and other great content with one link. Save them for later and create collections, called wakes, at any time.

[https://wakelet.com/about.html](https://wakelet.com/about.html)
Summary

Having a professional online presence shows your willingness to engage in the most current ways of working. An effective social media account (or a combination of accounts) can provide you with opportunities to network with people from relevant sectors and also gives recruiters more chance to find you and what you have to offer.

Besides this, social media platforms are an excellent way to stay abreast of current affairs within the industry sector you want to work for, providing you with content to fuel your applications and create a positive impression at interviews. So get started if you have not done so already! Once you have created your online social media profile(s) it is important to make regular updates. An out-of-date online presence is nearly as bad as no presence at all!

Why not use the MMyou Learning Bite to find out if working abroad is something you are keen to pursue.

https://mycareerhub.mmu.ac.uk/students/abintegro?redirectURL=/Resources/elearning/Hub.aspx

Careers & Employability Support

The Careers & Employability Service offers a range of job seeking and networking support to Manchester Met students and graduates:

- **Jobs Hub drop-In:** Available Monday-Friday 1pm-4pm, our Careers & Employability Assistants are available to review your LinkedIn profiles, offer job seeking and application advice.

- **Find Opportunities:** We advertise hundreds of part time, graduate and internship roles through My Career Hub.

- **Careers Events:** Meet employers and enhance your employability by attending our workshops, employer events and careers fairs.

For more information visit www.mmu.ac.uk/careers