

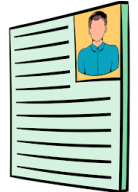


# HOW TO USE FACEBOOK TO GET A JOB

Social media can help you find a job and connect with people who can help you to develop your career. Facebook is the UK's most popular social media platform, with 42m UK users, and while it's a great place to connect with family and friends, it can also be an effective tool for finding your next job. Here's how:

## Promote yourself on your Facebook page

Include a link to your CV or your LinkedIn page on your profile and make it clear if you are looking for work. However, don't do this if you are currently employed, you don't want your current employer to see it.



## Highlight your skills and experience using the tools Facebook gives you

Take pictures of your projects or latest work and upload the photos. Use your events calendar to promote any speaking engagements or seminars you are attending. Highlight the associations you're a member of to boast your credentials.

## Be picky about the organisations you 'like'



You want to be perceived as passionate about a specific career, not just looking at working for any organisation that will give you a job. 'Like' work-related pages and join industry relevant groups.

## Say something sensible

The beauty of social media is that you can get involved in debates and discussions about things that matter to you and your profession. Get involved, but make sure you have something relevant and reasoned to say. It's a good way to get noticed and develop strong contacts.



## Smile for the camera

These days it is almost inevitable that a potential employer will check your online profile. Employers aren't expecting to see you in a professional surrounding but avoid 4am "worse for wear" pictures.



## Review your privacy settings

Make sure your privacy settings are set to the level you want – ideally a setting which doesn't allow just anyone to view your profile. Consider what audiences you want to be able to view your status updates, photographs and other interactions. Keep in mind that when you share something on someone else's timeline, they control the audience for that post. Facebook provides a comprehensive guide to controlling your privacy settings here: <https://www.facebook.com/help/325807937506242>

## Facebook Jobs

Employers can post jobs directly to their company page or a specific jobs page via Jobs on Facebook, and you can apply to those jobs directly through Facebook. Visit [facebook.com/jobs](https://www.facebook.com/jobs) and search for jobs in and around a particular location, filtering by job type and sector.

Check out our Facebook page @luminatederby



# HOW TO USE LINKEDIN TO GET A JOB

LinkedIn is a business-oriented social networking site with 27 million UK members. It provides opportunities to network online with professionals from all kinds of different employment sectors: there are also groups for different regions and institutions such as universities. Google links quickly to LinkedIn and tends to list it towards the top of search results, making a LinkedIn page a valuable tool.

Here's how to write an outstanding profile & get noticed:

## **Make sure your profile is complete**

Having a 100% complete profile shows you are thorough and that you care. Crucially, it also makes it easier for potential employers find you. Employers will quite often 'head hunt' candidates and will search using keywords relevant to the role. If all your expertise is listed in your profile, it increases the probability of them finding you.



## **Make sure that your LinkedIn page sells you effectively**

Think of your LinkedIn profile as an online CV which any potential employer will want to look at. Make sure you include:

- A professional, high quality profile photo.
- A profile summary highlighting your key strengths, experience, and career goals – no more than 3 sentences.
- Your employment experience, highlighting key successes. Include any volunteer work.
- Recommendations from clients/employers.
- Education and qualifications summary.
- Any additional attachments which might further draw attention to your skills. For example, case studies.

## **Join groups relevant to your industry or skills**



Employers sometimes use groups directly for recruitment. However, the employment benefits of being a group member don't end there; joining relevant, industry specific groups will help you build up your network and show that you have an interest in wider professional issues.

How do you find a relevant LinkedIn group? Use the 'Search' function and keep an eye on which groups your contacts are members of.

## **Get recommendations... but make sure they're credible**

Request recommendations from key contacts, which will act as a testimonial on your page. Recommendations are powerful – but only if they're credible, so request them with care. Having too many will look cluttered and devalue your profile. Similarly, too much 'you scratch my back, I'll scratch yours' will come across as weak. Ideally, a recommendation should be from someone for whom you have provided a service, or from someone who has employed you.



## ✚ Make an approach, indirectly

If there's an organisation you wish to approach and you have a broad network, you probably already have a connection who works for that organisation, one or two degrees removed. An advanced people search will reveal this and your mutual contact, who you should politely ask for an introduction. Never ask anyone directly for a job, but instead seek their general advice on opportunities that are available, or the best person to approach.

## ✚ Build your network

Send LinkedIn invitations to connect after you meet new contacts. That way, when you find yourself job searching, you will already have a network in place. If you neglect your profile until you want to find a job, you'll have the bigger task of building it from scratch.

## ✚ Use LinkedIn regularly...

... and be authentic, thought leading and current. Post your own articles and share relevant articles from others. Get involved in groups. Comment on what others share with a meaningful, professional viewpoint. The more involved you get, the greater your profile will be, and the better you'll be noticed.

## ✚ This video gives a great summary....





# HOW TO USE TWITTER TO LOOK FOR A JOB

As with Facebook, employers/ recruiters make extensive use of Twitter, giving out information about their organisations as well as actually posting job vacancies. Therefore, it makes sense to incorporate Twitter into your overall approach to job searching.

## Create a professional bio with personality

Keep it professional and concise but let your personality shine through. Use keywords to make you searchable for employers – for example, refer to relevant qualifications, your location, and experience that is key to the type of role you’re searching for.



*“Level 6 qualified careers professional and careers advice blogger from Derby. Passionate about making a difference. Often found in a coffee shop.”*

## Build your Twitter network



To truly build a presence, you need to build a following – this can be tricky to do and takes time. To start with, follow companies and individuals that you’re interested in, and who work in your field. Add your colleagues and peers, suppliers, and anyone you’ve collaborated with on projects too.

Following companies, brands, people, or issues of interest to you will give you an insight into current issues and industry knowledge. Engaging with their tweets (commenting, sharing) will grab their attention and boost your profile.

## Keep it professional

You can use your own tweets to show your interest or expertise in a field – thought leadership can always be incredibly powerful – but remember to keep your profile professional. Don’t tweet anything you wouldn’t want a current or future employer seeing. Tweets about social life excesses, or which are heavily opinionated, will not impress a future employer. Remember, everything can be traced back to you, and according to a 2018 CareerBuilder survey, 70% of employers use social media to screen candidates during the hiring process.



It’s all about the conversation. Remember this is a professional conversation, which should consist of listening, contributing your own thoughts and responding to others. Make sure your tweeting reflects this etiquette with a mix of tweets, retweets and mentions.

## Use Twitter to Research



Research companies and job roles. Look at the background and interests of people in similar roles to the one you aspire to. Keep abreast of the current news for companies that you’re interested in working for. Paying attention to this will pay dividends if you manage to secure an interview.

## Search Job Vacancies

Many organisations will post their live job vacancies on Twitter. Keep an eye on companies' newsfeeds, as well as popular job searching hashtags such as #jobs, #jobsearch #Hiring #JobsinDerby. You can explore popular hashtags using tools such as [Hashtagify.me](https://www.hashtagify.me).

Use the Twitter search function to search effectively for jobs – there's an art to doing this effectively. Use the formula:

**location + seniority level = 'hiring'/'vacancy'/'job' + industry**

to get the best results. For example: 'Derbyshire apprentice job marketing'



## Engage directly

The beauty of Twitter is its immediacy and direct nature. It could give you access to the head of HR for an organisation you admire without a formal introduction, so take advantage of that fact.

Check out our Twitter Feed @LuminateDerby



*These useful articles were written by [National Careers Service](#), we have just added to them. The National Careers Service provide free, up to date, impartial information, advice and guidance on careers, skills and the labour market in England to anyone aged 13 and upwards.*

*To speak to a National Careers Service adviser, call 0800 100 900 or use our [webchat](#) (8:00am to 10:00pm, 7 days a week)*

