

Why should you use social media for your career?

- 71% of recruiters use social media platforms (e.g., LinkedIn, Facebook, Instagram) as a significant part of their recruitment process. This makes social media networking an essential tool in your career development kete!
- 90% of employers use LinkedIn. (They are looking to confirm job duration and check mutual connections).
- 55% of employers use Facebook.
- 80% of employers believe social media is the best tool to connect with passive job seekers.
- 79% of candidates use social media in their job search.

Social media supports your job search and your career development by allowing you to:

- Share a positive personal brand, providing an opportunity to create or strengthen your brand.
- Demonstrate your passion for your industry and related interests.
- Expand on your CV.
- Connect with like-minded interest groups.
- Promote your business.

Top tips for using social media (Facebook, Instagram, TikTok etc...)

- Invest time in building and updating your social media profiles as they may be useful during job search.
- Do a review of yourself online.
- Decide what content you will include and how often you will post.
- Decide who is your audience and accept or decline connections with that in mind.
- Ask yourself *'What platforms am I currently using? Are they still appropriate as I move into a professional world?'*
- Choose which networks best meet your goals.

Top tips for LinkedIn

- Have a professional profile picture and contact details.
- Use positive language, the words you choose impact your brand.
- Check your spelling and grammar.
- Participate in group discussions and network.
- Have up-to-date information on skills and accomplishments which match your CV.
- Be strategic about who you accept onto your profile.
- Post regularly – ask yourself if they complement your personal brand.
- Watch your privacy settings.

To help build your LinkedIn profile – see *LinkedIn handout*.