

Effective Use of Social Media Platforms

Assist your Job Search and Boost your Career

Networking is a very effective and key method of finding new jobs and opportunities to boost your career to the next level.

- Social media networking is an extremely useful tool for capitalising on efficient networking with key individuals across global locations.
- Social media allows you to connect with almost anyone that has a presence on-line, making it easier and quicker to find even more job opportunities than you would utilising other methods.
- Social media can be used to network proactively by making relevant connections with others in your specific field or to find potential jobs and collaboration opportunities with people that share your interests, and even to establish yourself as an industry expert within your field.

There are numerous social media platforms but we will highlight the two key social platforms that professionals use to network.



Professional social network LinkedIn is considered the number one social media platform for professionals with over 150 million users globally.

It is essential that you create a complete and accurate profile. Your profile acts as a live CV so make sure you optimise it by adding your relevant skills and experience. A profile image, up to date information on past qualifications and accomplishments as well as a complete list of past work experience and links to your other social media profiles and websites or blogs (so that all your latest blogposts are posted in there as well). To make your profile even better, you can use the Rich Media feature to “visually showcase your professional story and accomplishments” – this will definitely set you apart from other job seekers. Think about the key words a hiring manager might use to search for talent and add these to your summary. And ensure you are connecting with as many people you know to expand your network and visibility. Attempt to obtain as many recommendations as possible on your profile from past managers and employers that you have worked with (use the Ask for recommendations option). Complete recommendations for other connections to grow the credibility and relevance of your network. It's also a good idea to update your status regularly, to better inform your connections with your recent work activity and to use exciting, punchy and enticing headlines to attract others to your profile. Similarly your Summary should also highlight key skills, career objectives, credibility and motivators.

When you have completed your profile, you can start building your list of connections. Search for the people you've previously met and then use the Get Introduced feature to

connect with more people. If you know some companies that you would like to work for, look for some of the people that work there and try to connect with them through your other connections, if that is possible. Follow companies you are interested in working with in the future to see when vacancies in the business become available.

Start joining active groups that are relevant to your field and interact regularly with the other users. Engage in active discussions with other members' questions and review the daily digest by email for each of the groups so you don't miss anything. This activity will attract connections with fellow professionals thereby growing your network as well as reflecting positively on you to be seen as an expert in your field.



Twitter is a very powerful networking tool that allows you to connect with people you don't know, based on common interests, which can prove very effective when looking for career opportunities. It is recommended to use a Twitter name that is your name to assist with search engine results and your discoverability. When set up on Twitter, you are able to follow companies that you are interested in working for and consultancies that might be able to help find you work. Twitter provides up to the minute news and information on all your interested companies' activity, providing invaluable insight and information into these organisations. Twitter will keep you in the loop with regards to upcoming events such as networking meetings, career fairs and new job openings enabling you to attend promptly, apply or meet with relevant individuals that can assist you with your career now, or in the future. Perform keyword searches to find out if anyone is looking to hire in your field. You'll find that many businesses and recruitment agencies advertise their job offers on Twitter.

Expand on your profile so people know who you are and what you do, and start engaging with fellow users. Search for other people who work in your field that you can highlight to engage, 'follow' and network with. In addition to building your Twitter network (Followers), it will also provide you with invaluable insight into their interests, other people that they follow and where they look for information through being connected to all of their posts (tweets).

Twitter enables you to engage by entering a 140 character 'tweet' or message that can be directed to a person, company, trending word or a combination. Twitter enables you to provide an immediate, succinct and punchy message of what you have to offer, to people with a common interest (in your field) who you have previously had and would have had no connection with. You will build credibility amongst your fellow connections and your areas of interest by tweeting relevant market updates, opinions, questions, articles, blog posts etc. Continuing this and engaging with others' activity through direct responses, Retweets, feedback, or further questions regularly will increase your presence, reputation and will grow your network of followers.

It is important to be as discoverable as possible on Twitter and very appealing to potential employers by regularly posting content that relates to your desired line of work; try showcasing your own work, such as your blog posts, and share (Retweet) other people's content. Twitter etiquette suggests that when someone follows you, you should reciprocate and follow them (obviously only if their bio is relevant to your network). Most Twitter users

are open to others (cold) approaching and for the most part, are generally very open to meeting or talking.

It is possible to leverage these techniques successfully utilising Twitter with your job search. In 2012:

- **28%** of candidates used Twitter to look for employment
- **9%** of candidates utilised professional information into their profile
- **5%** of candidates received a job referral via Twitter



Your time is crucial and social media networking can be very time intensive. Use Hootsuite as your tool and leading social media dashboard to manage and measure your social networks. Manage multiple social networks; schedule messages and tweets; track brand mentions / messages and analyse social media traffic.



We highly recommend connecting with GA Global Consulting on all the social media platforms (please click on the links / icons below) in order to keep up to date with new job opportunities, market updates, industry news and latest insights as well as to engage with us with your thoughts, opinions and feedback.

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