

## How to Use Social Media in Your Job Search

As social media’s presence in our lives continues to grow both on a personal and professional level, job seekers need to understand how it can impact their job search efforts. From networking to researching potential employers, there are a few smart and powerful ways to use social media in your job search.

## Social media audit

But before you launch your next job search, you need to do a social media audit. What does this mean? Put your browser in incognito mode and see what comes up when you search for your name. This is what potential employers will see when they look you up and they will. Make sure to change your privacy settings and remove any unwanted photos or comments. Here are a few examples of what would lead to you being rejected as a candidate:

* Provocative or inappropriate posts or information.
* Drinking or drug use related posts.
* [Discriminatory comments](https://money.usnews.com/careers/articles/2016-02-24/4-ageist-phrases-to-quit-saying-at-the-office) related to race, gender or religion.
* Bad-mouthing previous company or fellow employee.
* Lying about qualifications.
* Unprofessional screen name.
* Posting too frequently.

## Benefits of using social media

Once your online presence is cleared up and looks professional, start using social media to your advantage*.* Here are some of the benefits of using social media in your job search:

* You can apply for advertised roles easily and quickly
* You are more visible to recruiters who are using social media to advertise their jobs and source candidates
* You can build your network and engage with a wider audience across multiple social channels
* You can create positive PR by presenting testimonials, endorsements and presentations of your work onto your social media accounts, blog and/or website
* You can speak to recruiters, head-hunters and prospective employers by engaging with them across all channels in real time

## Useful tips

1. Make sure everything is clean, professional and showcases your skills.
2. Keep your image professional and consistent; present a positive picture of yourself.
3. Get your personal branding down; you want people to know who you are and what you do.
4. Engage and be active; check your social media regularly.

## Social media tools for your job search

LinkedIn is widely regarded as one of the key professional social media platforms, a place for professionals to engage with others in their field, discuss topics relating to their industry and build their online reputation. Many employers will look at LinkedIn first to get a snapshot of a person before deciding to offer them an interview or not. Businesses, recruiters and head-hunters will also use LinkedIn to search for candidates for particular jobs and then approach them directly.

* Ensure that your LinkedIn profile is fully completed and up to date, including your education and job history.
* Use your profile to highlight key responsibilities and accomplishments in your career and grab the attention of an employer.
* Join and contribute to groups relevant to your field.
* Connect with people you know, reach out to new professionals or reconnect with people from your past.

LinkedIn has become a very useful, if not essential, complement to your résumé. If you are, or aspire to be, in a professional role then you must join, as recruiters who receive your résumé will check to see if you are on LinkedIn. If you are not, they will assume that you are either technologically outdated or that perhaps you have something to hide.

Although it’s a very informal platform and largely used by people for connecting with friends and family, it is increasingly being used by companies to recruit and vet potential candidates. Therefore, make sure that you are always aware of what information about you can be accessed and by whom as employers and recruiters will be looking you up to make an informed hiring decision.

As a tool for your personal job search, Facebook can be used to:

* Ask your personal connections for information and advice about a specific career or on the job search process.
* Let your connections know you are searching for a job.
* Find information on companies by ‘Liking’ the companies you are interested in.
* Look for job leads in Facebook’s Jobs section or directly on company pages.
* Link you to potential connections through their [Groups feature](https://groups.fb.com/) by typing keywords such as "Human Resources" into the search box, which will present a selection of HR-related pages.

**LinkedIn and Facebook are excellent for effective networking and for finding great job opportunities!**