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How-to Guide | Using social media for your job search

Use this guide to help you:

- Learn about social media and how it can help you search for jobs
- Understand privacy issues associated with social media
- Set up a LinkedIn profile

Note: This guide is designed for jobseekers who have basic computer skills. Our [Using a computer for your job search](#) and [Using the internet for your job search](#) in our [additional resources](#) can help you get started with computers.

Step 1 | Learn about social media and how it can help you

'Social media' is the term given to websites or applications where people can share content (photos, news and ideas) and keep in touch with one another (social networking). This guide covers the social media sites **Facebook** and **LinkedIn**.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Facebook is the world's largest social media website. Your Facebook profile allows you to share information online and stay connected with friends, family and other organisations.

Many businesses also have a Facebook profile (called a 'page') that they use to share news and information with followers and customers.

www.facebook.com



LinkedIn is a social media site created for business connections and job networking. Members create a professional work profile that they use to connect with other individuals that they have worked with or that they trust professionally. Members can also set up professional interest groups and share thoughts, knowledge and events.

www.linkedin.com

Social media can be a useful tool when you are looking for a job or setting up a small business. Employers who are seeking candidates for managerial or professional roles often start by looking at their LinkedIn profiles.

Social media can help you:

- Find information about the companies you are interested in working for
- Learn about other people who work in the same field as you, so you understand their skills, qualifications and how they present themselves
- Stay connected to past colleagues and managers
- See where past colleagues have found work
- Learn about current trends and issues in your industry or occupation
- Identify people in your network who could help your job search
- Find advertised jobs (using LinkedIn's job search function)
- Be found by recruiters. Companies often use LinkedIn to search for candidates and approach them directly
- Build relationships with other people, organisations or recruiters

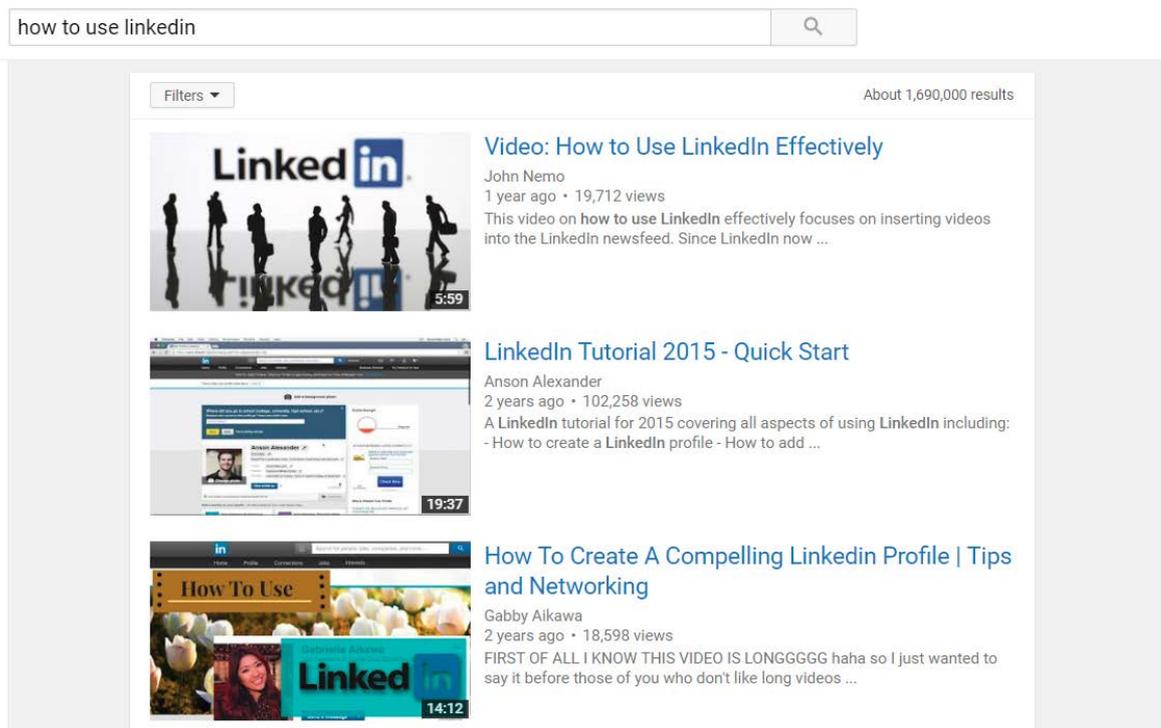
Step 2 | Understand privacy issues associated with social media use

If you are new to social media you may be concerned about the privacy of your information. All content stored on social media is in the public domain, and for this reason it is important to always keep it professional and not share personal details by mistake.

Before you start using social media you should make sure that you fully understand the privacy settings for the site or application you are using. This way you can choose what is visible to the public and what you want to keep private. [Learn more about social media privacy here.](#)

Step 3 | Understand how to set up a LinkedIn profile

Many large organisations are moving away from traditional resumes in favour of LinkedIn profiles, making these an essential tool for job seekers. There are free videos and tutorials on [YouTube](#) that provide advice on how to create your LinkedIn profile.



Essential elements of your LinkedIn profile:

- **Photo:** Use a quality photo (headshot only) that looks warm and engaging but also professional
- **Headline:** This text appears under your name when someone searches for you, and should describe what you do and who you work for
- **Summary:** This outlines what you do, how you do it and important results you have achieved. Try to use keywords that reflect what employers are looking for
- **Employment section:** Outline key job functions that you have been responsible for. You should also include important facts or figures that describe your achievements and the organisations you worked in
- **Skills:** Include skills that reflect what employers are looking for, and endorsements from people in your network
- **Recommendations:** Ask people you have worked with to write a short recommendation that can be included on your profile
- **Work examples:** Your profile can also include links to samples of your work, such as presentations you have developed or articles you have written. These help employers recognise your skills.
- **Connections:** When connecting with other people in your professional network, you can allow LinkedIn to access your email account. This will match your email addresses to other profiles on LinkedIn, helping you to connect with people that you know. You can also invite people to connect with you directly by adding their email address.

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