

**Employers** are increasingly using social media in many ways to find the right people to fill jobs.

For example :

- They use their contacts to promote job openings and then get recommendations of suitably qualified candidates.
- They now posting vacancies on LinkedIn and Twitter , instead of job boards or recruitment agencies
- They search their networks to match up potential workers with what they need
- They screen potential workers to see if they have the necessary skills and education to do the job well.
- They google potential candidates have a professional online presence.

**To make sure that you have a good online presence, here are some tips:**

- **Facebook** is often changing its settings without letting you know. You should to double check your privacy settings on a regular basis
- Default settings are always the most open they can be. You have to CHOOSE privacy. You can also set your profile so you don't come up in any public searches.
- Remove posts and photos etc. that are inappropriate – 'untag' yourself - and control who sees your posts and photos
- 'Unfriend' people who could damage your job search because of what they post.
- Use 'google alert' to see if anything new has been posted on line about you.
- By commenting on blogs and news articles, and adding book reviews like Amazon, you can create an up to date on line presence and also help to 'hide' any earlier less desirable content. Most internet searchers don't look beyond the top few results.

**Virtual networking and having an online presence are crucial elements in your job search.**

**Facebook, Twitter and LinkedIn are all job search tools. This video is a good introduction to social media. <https://vimeo.com/search?q=get+a+job+using+social+media>**

- Some job search strategies using **Facebook**
- Use status updates to connect, post on your wall and message people to let them know about your job search.
- 'Branch out' is a career networking facility on Facebook. It provides job listings and internships. It also allows you to see openings in organisations where your friends are working.
- Revise your profile to emphasize professional/education accomplishments
- Choose friends wisely
- Join and get active in groups and on Fan Pages that are connected to your profession
- 'Like' companies and or professional bodies that interest you

- Consider using a Facebook social ad ( like a personal ad), just make sure it's tailored and uses really relevant terminology

**LinkedIn** is a huge professional network and the most important one for you to use in your job search. You can look for jobs, research companies, and look at other people's CVs and backgrounds, particularly those who have studied in DIT and have completed the same course as you have.

Have a look at the introductory LinkedIn guide for final year students and graduates:

<http://learn.linkedin.com/students/step-1/> . This is No. 1 in a series of 6 Youtube videos to help promote yourselves on this professional networking site.

Build your professional brand <http://learn.linkedin.com/students/step-2/>

Finding your career passion <http://learn.linkedin.com/students/step-3/>

Grow your professional network <http://learn.linkedin.com/students/step-4/>

Turning relationships into opportunities <http://learn.linkedin.com/students/step-5/>

Researching and preparation for interviews <http://learn.linkedin.com/students/step-6/>

Also this one from Social Talent: <http://vimeo.com/21438705>

## **How to develop your online presence on LinkedIn:**

### **Setting up your profile**

- Ensure that any information in your profile matches what's in your CV
- Check spelling and grammar in your online profile and make sure it's presented in a clear and understandable way
- Make sure that your job title and industry are named in your profile (this makes it easier for you come up in searches)
- Make a good first impression with your photograph, make sure it's a good one
- Try to complete your profile completely, it helps to push you up the list in a search
- Put together a professional summary statement – e.g. the first few paragraphs of your best written cover letter, and keep it short
- Make sure to include as many skills as possible that are relevant (when you start to type you will be prompted). This will allow you to see other similar professionals, see companies that use these skills, and suggest relevant groups for you to join. Doing this allows recruiters to find people like you.
- Claim your unique LinkedIn URL – go into edit profile, then into public profile – edit this, and put in your name. When people type your name into a search engine, your LinkedIn profile will then come up. Use this in your email signature and on your business card, on your CV etc.
- Mention any awards, accolades and any other specialisms or expertise on your profile, as well as in discussions or in job groups, highlighting projects you've worked on. You can also upload your CV, relevant pdfs, presentations or urls. (e.g. a blog)

- Write recommendations for others and look for recommendations from others. Whether it's your former boss, or someone you were in DITSU with (generally it should be from someone who knows how capable and how good you are).

### **Building up your contacts**

- The easiest way to start is to import your address book from your email and see who's on LinkedIn already
- Link with your careers advisor – s/he will already have lots of connections related to your course of study.
- **Join as many groups as you can.** The first group to join is the ***DIT Graduate network Group***. You might have to wait for a couple of days to be accepted, but as long as you're a DIT student or graduate, you're eligible.
- Research and follow companies. Once more than 5 people in an organisation are on LinkedIn, the company page is automatically created. You can then see when they post jobs. You can also reach staff at these companies and ask for relevant information if you've an interview coming up.
- Once you have identified relevant organisations you want to send your CV and Cover Letter to, go into advanced search. In the 'title' box, use the string "human resources" OR recruitment OR personnel OR talent OR resourcing. You should get some useful names.
- Again in the advanced search use keywords related to your area, and 'Dublin Institute of Technology', in the school section, to find relevant graduates.
- You can upgrade your LinkedIn account, to hook up with anyone on LinkedIn, but it's not necessary
- Once you can see people you think might be able to help:
- Send a LinkedIn request to connect with them, but click on 'colleague' and your job title. However, if you send out requests randomly and a certain amount of people tell LinkedIn that they don't know you, your account could be restricted or closed down altogether, so be careful.
- Another way would be to message people - you can message anyone who you share a group with. If they respond, you can subsequently ask them to connect with you, via their email address.
- You can also expand contacts by having people you know introduce you. To be able to utilize the Introduction feature, the person you are attempting to reach must be either a 2nd or 3rd degree connection. If this is the case, the 'Get introduced through a connection...' link will be visible on the right area of their LinkedIn Profile.
- Make sure your request to connect with anyone is specific: *'Hi there Joe, I'm a final year geomatics student here in Bolton Street, and am thinking of going to Western Australia. If you have any career advice or job hunting tips for me, I'd be really grateful. In the meantime, please join my network and the DIT graduate network group on LinkedIn. Thanks, Carol*

### **Job Hunting**

- In every LinkedIn group, there's a jobs tab on the left, check here for any openings.
- The Career explorer function on LinkedIn is good for graduates and students

- Under the 'more' button, the Answers section is like a help function. Type in any questions you have and responses related to your keywords will be shown. If there are none, you have the facility of asking your contacts.
- Again under the 'more' button, search by keywords to find out if there are any relevant events happening near you. Once you've found the event, you can see who is attending.
- Go through the discussions in your groups to get great insider information about what's going on in your area. You can then message other professionals in industries you mightn't know much about, but are interested in. It's also good to join groups in which you can show off your expertise. Join in the conversations so people will remember you – you could be spotted by someone who's hiring.
- Update your status weekly – tell people about events you're attending, major projects you've just completed or other news. In doing this, it appears on the home page of all the people you're connected to. This is another way for recruiters to remember you.
- **Twitter** is really a micro blogging tool, but in real time and limited to 140 characters per tweet. It forces you to be brief. Learning to do this is a very valuable skill. You will find lots and lots of people on twitter, CEO's, hiring managers, recruiters etc. It's a great casual place to meet professionals in your field. When you follow industry leaders, you'll know what conferences they attend what they are thinking about etc. It's great information to leverage for your job search.
- It's an opportunity to market yourself. You might consider commenting on a tweet, and if you're following that person, they might respond. If you then engage with that person and demonstrate your expertise, it can give you credibility as well as exposure.
- Lots of companies that are signed up to Twitter, have an rss feed, you can find a link to this their screen, just follow the prompts. This is a great way to see their latest vacancies, and you're getting this info first hand.
- To develop your twitter presence – follow individuals, reply, retweet, share and repeat this process. This helps to build up your profile, and to have potentially a huge audience.