

How can social media help you get a job



Make yourself visible

Today's graduates need to be savvy to compete in the global job market. **One third of employers use social recruiting**, so making yourself visible on social media could help you get noticed.

A personal profile on LinkedIn acts as your online CV and is a great way to showcase your experience. Make sure your information is up-to-date, complete and matches the CV you're sending out. **That way you will expand your network and make useful connections.**



Understand social media

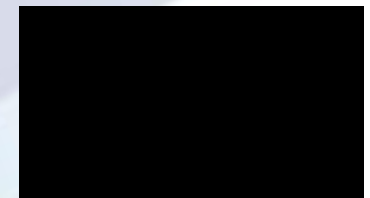
Remember...**managing your personal profile doesn't make you a social media expert.** You need to understand **how organisations are using social media**, how it relates to your industry/profession and what value it can add to a company. You might also want to check what comes up when you Google your name!



Job Search

LinkedIn is the number one social media resource for job seekers – the site has a dedicated “jobs” section and **94% of recruiters use it to ‘vet’ candidates.** You can filter the search criteria, create email alerts and apply for some jobs without leaving the LinkedIn site.

Twitter is another useful resource, you can use hashtags to search for relevant jobs (e.g. #graduatejob). If you're interested in a **specific company then follow its social media accounts** to be the first to hear about new job opportunities.



Watch the clip
[How to Use Your Social Media to Get a Job!](#)

