



Professional Social Media Use for the Young Jobseeker

What works - How it works- Why it works

A Social Media Savvy Guidance Workshop



Co-funded by the
Erasmus+ Programme
of the European Union



The most valuable of all capital
is that invested in young people!

Outline

** Introduction*

** What is Social Media is Savvy ?*

** Understanding your SMS skills*

** How to use social media in your job search;*

** What SMS Skills do you need for your job search?;*

** SMS Goal Setting – Personal Branding;*

** SMS Job Search Methods & Techniques;*

** Selling your self on social media savvy*

** Guidance and support for use social media skills*

** Key steps to build your SMS skills and Success Stories*

** Its not all about you !*

** Its all about you !*

Introduction

Social Media Savvy Workshop

The SMS Workshop general methodology is to create, and develop a digital professional presence based upon the availability of the Internet and small learning modules on your smart phone with concrete examples & situations to foster less formal learning to better guide young people in their social media savvy job search and start-up Journey

Even if you're not looking for a job with "social media" in the title, you might find that these skills will come in handy during your job hunt.

Introduction

Social Media Savvy Workshop

Young people going on an interactive and challenging journey of social media creativity; enhancing their digital skills, personal branding and presentation skills.

This workshop makes it easier to start up, follow up self-employment or progress into a job.

This workshop is targeted on young people still in school (potentially to graduate within 2 years) (aged 14-19) and/or or recent graduates (age 16-25)

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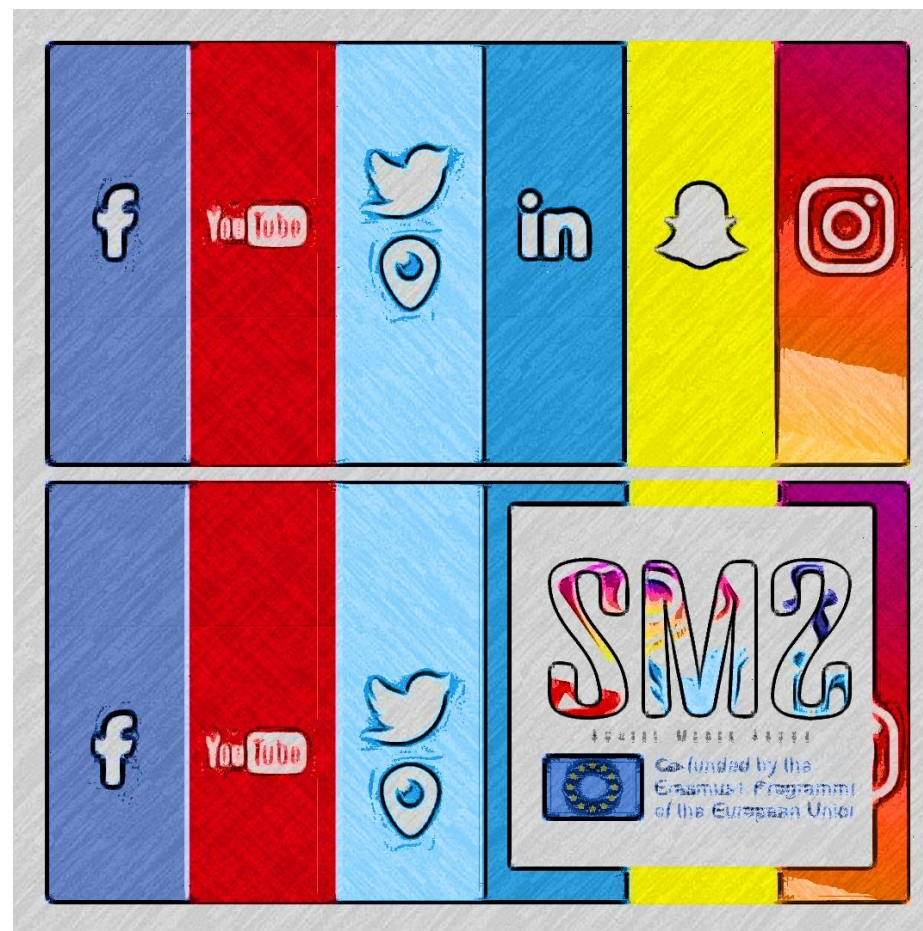
The idea is that all those young people have a lack of social media experience, but have a lot of smartphone experience. So the only thing they do have is their own personal brand. A personal professional digital identity is the first step to brand a start up or business and gain any kind of formal work experience which will lead to a substantial improvement of career development

What is Social Media ?

Many people define social media as apps on their smartphone or tablet, but you can also do it through your laptop and desktop...

We can use highly interactive platforms, such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, Snapchat, TikTok, Reddit, etc.

When you use the appropriate platforms in a savvy way you will be able to get a job and keep a job !

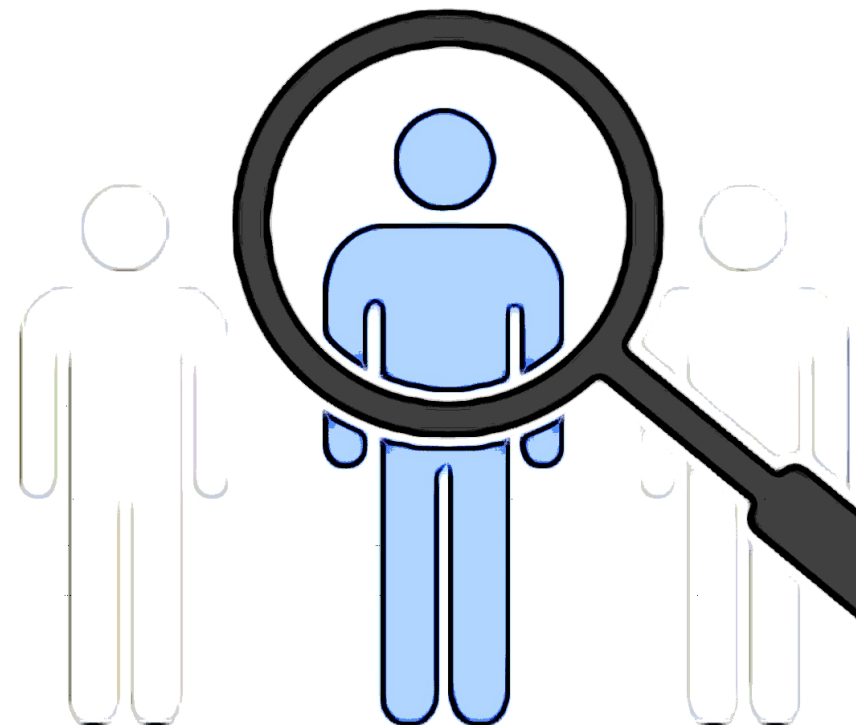


How to use Social Media in your job search?

"When a recruiter searches an applicant's name to learn more about them, it's actually a red flag nowadays if someone isn't found to be active online."

Brie Reynolds, senior career specialist at FlexJobs.

LinkedIn is the bare minimum a job seeker should be using to help show employers that they are technologically savvy and understand the basics [of] digital communication !



What skills do you need for your social media job search?

Employers and recruitment agencies today are using social media to source the right candidates, which means it should be a big part of your job search strategy.

On-line social network sites have become an essential forum to advertise your skills and allow you to establish your social brand, network with people online, identify job opportunities, and turn those leads into real-life job opportunities.

Your CV is normally only seen by those to whom you have either sent it directly, or by recruiters who have paid for access to the candidate database of a recruitment website, so by using social media sites in your job search you can increase the visibility of your professional profile and be seen by the wider world. It puts your skills and experience into the public domain and provides opportunities to network online with professionals from all kinds of different employment sectors.

What Social Media Skills do you need for your job search?

Even if you're not looking for a job with "social media" in the title, you might find that these skills will come in handy during your job hunt !

You can use Social media in a savvy way to:

- Present a positive picture of yourself
- Research companies you'd like to work for
 - Showcase your skills
 - Do some networking
- Boost your professional knowledge
 - Do some personal sleuthing

What Social Media Skills do you need for your job search?

1. Present a positive picture of yourself.

- Portray yourself in the most positive and professional savvy light possible. Use your LinkedIn, Twitter, Instagram and even Facebook profiles to create a convincing image of you as a very likeable— and hire able —person!
- When you have social media accounts already, go over them to make sure they are employer-appropriate.
- Delete or hide any old posts or photos that are questionable. Or go one step further and create separate profiles that represent your professional interests.
- Consider everything you add to these accounts with an employer's perspective in mind. The more thoughtful, knowledgeable, interesting, and above-board your Internet image is, the better.

What Social Media Skills do you need for your job search?

2. Research companies you'd like to work for.

- Go straight to a company's website to get a sense of who they are and what they do.
- Check out their social media profiles, and any other places you might find them on the web. Read their blogs, posts, and tweets to get a sense of the tone in which they are written, and their focus. You can learn a lot about a company by their daily, constantly changing social media messages—much more so than with a static web page.
- Keeping up with the company on social media can also come in handy should you be called in for a job interview, since you'll have more current knowledge that you can reference.

What Social Media Skills do you need for your job search?

3. Showcase your skills.

- Once you have your professional social media profiles in place, let yourself (and your skills) shine! Just finished getting a new certification? Tweet about it in 140 characters or less! Did you finish a pet project that relates to your career field?: Instagram those pics and post them online!
- You can use social media to not only look for a job or a company to connect with, but to also highlight those special skills, education, and experience that recruiters and hiring managers are looking for.

What Social Media Skills do you need for your job search?

4. Do some networking.

- Forming connections with people (other than your high school graduating class) who can get you a job? While you can really use any social media channel to network, if done properly, LinkedIn can be a networking dream.
 - Take the time to fill out your profile properly.
- Write personal notes to the people with whom you're connecting, rather than opting for the standard "I'd like to add you to my professional network on LinkedIn." line that they offer you. The more personal you make your interactions on LinkedIn, the more you'll get from it.

What Social Media Skills do you need for your job search?

5. Boost your professional knowledge.

- Use your social media profiles to increase your industry knowledge. While you can certainly learn something new from any social media channel, some, like Twitter, can be an amazing source of up-to-the-minute news and information for any industry you can think of.
- Simply search for terms that relate to you (your industry, job titles, etc.) and see what comes up.
- Follow people who regularly comment on your profession, and visit every day to see the latest news and peoples' opinions of it.

What Social Media Skills do you need for your job search?

6. Do some personal sleuthing.

The overwhelming majority of employers regularly go online to research potential employees. That's why job seekers should make it a point to Google themselves to see what might come up in the search results. Enter your name and also versions of it, including nicknames and/or common misspellings of your name. You should even Google your maiden and married name if you're a female job seeker.

If you find anything erroneous or egregious, try to fix the issue before a potential employer spots it. That way, you'll hopefully have something professional and relevant pop up as soon as an employer Googles your name

How to use Social Media in your job search

"Companies post relevant articles and other information related to any changes happening within the company,"

Brooke Cordova, healthcare branch manager at Addison Group.

This knowledge can help a job seeker not only understand if this is a company they want to be a part of, but also give them an advantage in an interview setting

Vacancies are posted on the social Media of the companies who hire first...

Selling Yourself Savvy on Social Media

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 throughout your job search by engaging with them across all channels in real time

Guidance for being Social Media Savvy

Benefits of using social media in your job search

Our Topnotch Guidance Tips:

- * Ensure your social media profiles state that you are actively job seeking and the type of role you are interested in, make sure you use keywords so recruiters can find you
 - * Follow relevant companies and individuals in your industry or network
- * Get involved in LinkedIn Groups related to your industry and let them know the type of role you are looking for
- * Initiate conversations with individuals and companies on any interesting topics related to your industry
- * Keep your personal updates and professional updates on separate social media accounts

SMS Goal Setting /Personal Branding

Why Personal Branding?

It's your job to discover yourself and shape your own brand and your own ideas as a job seeker

The Brand 'I' is of course under the influence of parents, peers, teachers, trainers, friends, family, etc.

Just make sure you don't surround yourself with negative people That is not a good environment for developing ideas. So Pick the right People for feedback!

3 types of people to surround yourself with:

1. The inspired
2. The excited
3. The grateful

THINKGROWPROSPER

SMS Goal Setting/ Personal Branding

The Brand 'I'

‘People do not realize that they need to be their own brand, how being the brand impacts the way you get a job, keep a job and do business’

Pieter van Schie, Werkcenter Scotland

“Your smile is your logo, your personality is your business card, how you leave others feeling after an experience with you becomes your trademark.”



SMS Goal Setting/ Personal Branding

In 40 milliseconds, we're able to draw conclusions about people based on a photo...
That's less than one-half of one-tenth of a second... Wow!

Guidance and Support

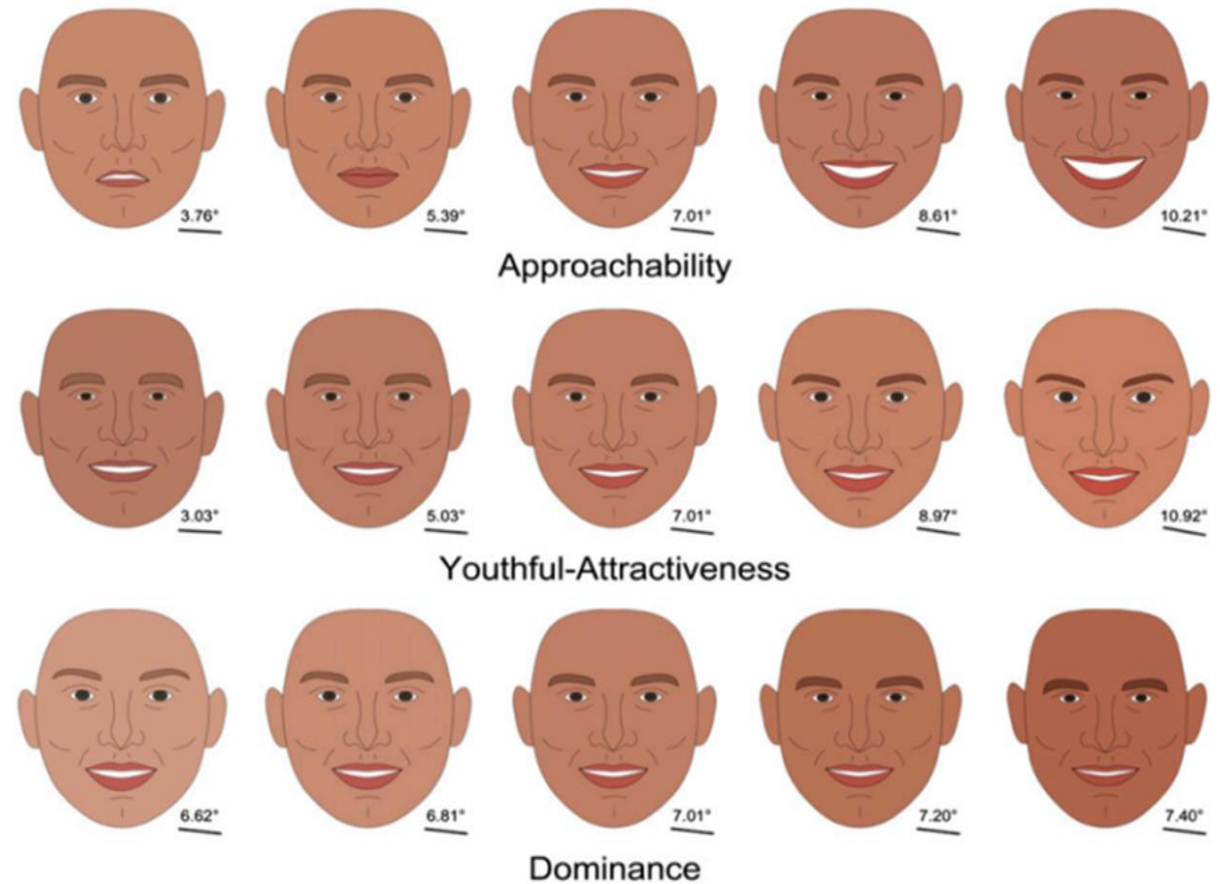
A Good 1st Impression !

Researchers at the Department of Psychology at University of York analyzed 1,000 images of faces in order to find the specific facial tics and features that help make a good first impression.

Approachability – “Does this person want to help or harm me?”

Dominance – “Does this person have the capacity to carry out their intentions toward me?”

Youthful-attractiveness – “Might this person be a good romantic partner or a rival?”



Guidance and Support

7 Elements for a Chill Picture

1. Smile with teeth
2. Dark-colored suits, light colored button downs
3. Jawline with a shadow
4. Head-and-shoulders, or head-to-waist photo
5. Squinch—It's all about the Squinch!
<https://youtu.be/ff7nltdBCHs>
6. Asymmetrical composition
(If Pic in half - Pic in balance)
7. Unobstructed eyes



4 keys to profile pictures

Canva's Guy Kawasaki, an early evangelist for all things tech and social media, has found four factors to be key for a profile picture :

1. Faces only. No family, friends, dogs, logos, etc.
2. Asymmetrical. Use the Rule of Thirds to create your profile picture
3. Face the light.
The source of light should come in front of you.
4. At least 600 pixels wide.

There are varying shapes and sizes of profile pictures on social media.

A 600-pixel image will look great no matter where it's viewed.



SMS Job Search Methods and Techniques

LinkedIn

- * LinkedIn can be a very valuable tool in your job search as businesses, recruiters and head-hunters will use LinkedIn to search for candidates for particular jobs and then approach them directly.
- * If you are actively job searching it is essential that you have an up to date LinkedIn profile
 - * Your LinkedIn profile is pretty similar to writing an online CV
- * Digital technology aspects of LinkedIn offers some other useful features including Endorsements
- * LinkedIn allows you to include personal testimonials (Ask people you know, whether it is your manager, colleagues, customers, suppliers or friends to write a few positive words about your work capabilities on your LinkedIn page).

SMS Job Search Methods and Techniques

LinkedIn

* You can make suggestions for the kind of thing you would like them to write. But the fact that another individual has taken the time to write positive things for and about you will be viewed by others as an indication of credibility and authenticity.

- LinkedIn is not a replacement for a conventional CV but it has become a very useful, if not essential, complement to it.
- If you are, or aspire to be, in a professional savvy role then you must join, as recruiters who receive your CV will check to see if you are also on LinkedIn.
 - If you are not on LinkedIn, they will assume that you are either technologically outdated or perhaps have got something to hide.

LinkedIn

- As the go-to network for both job seekers and hiring managers, your top priority should be perfecting your LinkedIn profile;
- Hiring managers may look to your LinkedIn profile to learn more about you,": "If it doesn't match your resume with your most up-to-date jobs, projects and skills, they may be confused. It may send the message that you're not taking enough care with your job search or professional image;
- Keep your profile up-to-date because many hiring managers use LinkedIn to find applicants – sometimes before they even post a job opening;
- Jobseekers need to turn on the “open to new opportunities” feature, which will expose your profile to more hiring managers.
- Focus on updating your profile to be as current as possible;
- Ask trusted individuals you've previously worked with for recommendations and write blog posts to establish your credibility within your given industry

SMS Job Search Methods & Techniques

Twitter

- * Twitter is a public platform for people to post and exchange short messages.
- * People use Twitter to interact with other people or organizations they find interesting or useful, including attaching links or photos that they want to share with their Twitter community.
- * Businesses use Twitter to promote their services, expertise and entice people to visit their website
- * When using Twitter in your job search, be professional!
- * Twitter is a very informal medium but do remember that if you are trying to attract the attention of recruiters and others in your field, then you must represent yourself in an attractive and professional light.

SMS Job Search Methods & Techniques

Twitter

- You don't have to tweet yourself – you can just follow companies or topics and retweet
- You can use your own tweets to show your interest in a particular career and tweet about current affairs in the sector you wish to work in.
 - Your Twitter profile should include a professional looking photo, an appropriate bio and a link to your CV, LinkedIn profile or website.
- Twitter is much more informal than LinkedIn or conventional CVs, but you should not underplay your skills and expertise.

Twitter

- The brands and people you engage with on Twitter directly impact your followers' perception of you and may affect whether hiring managers believe you're worthy of working for the company.
- When you're looking for a job, a good percentage of your tweets, retweets and replies should focus on topics that are relevant to the companies you want to work for. You can achieve this by using keywords and hashtags that professionals in your field talk about and follow.
- "Twitter can be used to identify leaders in an organization that you are interested in joining,"
Heather Monahan, life coach and business expert
- "By following them and retweeting their tweets you can get their attention. Responding to their tweets and showing your value can give you an advantage over the other candidates who aren't trying to communicate."
- Taking advantage of Twitter chats.
- "Engage in Twitter chats that are relevant to the industry you want to work in," she said. "This is a great way to network with existing professionals already in these fields, follow them to begin building a rapport together, and cement yourself as an expert."

SMS Job Search Methods & Techniques

Facebook

- * In April 2016, Facebook reported that they had 1.59 billion active users
- * This astonishingly successful social networking website allows users to create a personal profile, add other users as friends, and exchange messages within its community framework
- * You can also join groups, organize events and share photos and videos.
- * Although it's a very informal medium and largely used by people for connecting with friends and family, it is increasingly being used by organizations for more commercial reasons.

SMS Job Search Methods & Techniques

Facebook

- * Many organizations use it to communicate with staff, customers and the wider public sometimes to get their comments and views.
- * Some companies are also using it to recruit and vet potential candidates
- * On Facebook the boundaries between the personal and the professional can be very blurred
- * make sure that you are always aware of what information about you can be accessed and by whom.

SMS Job Search Methods & Techniques

Facebook

- * From a career perspective Facebook can be useful as it's an easy way to ask your personal connections for information and advice about your career or job search and can also provide a resource of information on both individuals and companies
- * The informal nature of the site, and its interactivity, means that you can often obtain information and communicate with employers in a way that may not be possible elsewhere.
 - * A word of warning though! While social networking sites present excellent opportunities for recruitment, it also means that employers, both current and prospective, have become extremely sensitive to their employees' web-presence
- * Before you post any information in your own name on the web, consider whether you would be happy to have this information published in a national newspaper where your family, friends, current and future employers could see it. If not, then change it.

Facebook

- Before you start using Facebook to your advantage, you need to make sure it's not hurting your image
- Be sure to delete or untag yourself from any questionable posts or pictures. Once your page is scrubbed clean, you should only post appropriate content.
- It's important to be careful with the type of content you post
- Make sure you are posting content you'll be proud of in the next few years. Keep control of your privacy settings and if you are out partying, enjoy the moment and leave your phone by your side. Once it goes live, it lives online forever."
- While it's important to use privacy settings for personal information, you should keep some information public such as your employment information, location and professional skills. You should be searchable to hiring managers.
- It's always a good idea to engage with industry leaders and portray yourself as a thought leader on all social media platforms. A great way to achieve this on Facebook is by commenting and contributing to industry-specific Facebook groups.
- Being engaged and part of these [Facebook] groups can be a huge asset, these groups can do quite a bit for you – assist and propel you in developing yourself professionally, connect you with other individuals in your field and/or get you closer contact with an organization that is looking for talent like you."
- While each platform serves a different purpose, it's also important to have a consistent voice and style throughout all your social media profiles. You should be using social media to build yourself as a brand.
- "Be sure to have a clean and consistent social media presence," said Ruiz. "Don't just share stuff just of the sake of sharing. Before posting, ask yourself – does this add value to my personal brand?"

SMS Job Search Methods & Techniques

Instagram

- * Instagram is quickly becoming one of the most popular social medias around, with its visual aesthetic it is no wonder it is so appealing to young people
 - * The picture of an egg is the most liked currently (more then 54 million likes)
- * Use your Instagram page as another professional platform, one that is less formal, and more personal: Employers love candidates who are passionate.
- * Instagram have become a vital tool for your presence on line now, anyone who is anyone has one
- * Many brands will share open positions on their social profiles before they even make it to a job board!
 - * Scroll through a company's Instagram page, and you'll get real insight into the company culture.

Instagram

- Whether or not you already have an Instagram account, you should consider creating a new account, dedicated to professional use only: This helps you keeping your personal life separate from your work life.
- FlexJobs says: 'Think of it like a LinkedIn version of Instagram'. Savvy Advice !
- It's very important that you represent your personal brand (the Brand 'I'). So you need to use Insta to personally brand yourself
- Please make sure that, if you have other social media accounts that your Insta account is consistent, so it's pretty clear that you are the same person.
- You have to make clear on what your expertise is and what you can offer to potential employers
- Make sure that your new account is open for everyone, so they can see your profile, whether they are following you or not: You want employer and industry peers to be able to easily see your profile
- Social Media can damage your brand. if not used properly. If you've created a separate, professional Instagram account, focus on career-related photos: Did you attend a conference related to your industry? Snap a pic, tag the conference, and write a professional caption. Did you design a website for a freelance project? Screenshot and share. It may be tempting to post personal photos, but before you do, consider whether you'd like your future boss to see them. If it doesn't sit right, save them for your personal account or refrain from posting altogether
- Don't forget about the Instagram Stories and IGTV features. Creating videos talking about a project you're working on, or sharing a video from an employer you follow can make sense for your account
- Maintaining a regular and consistent posting schedule will enhance your profile and help with your personal brand
- For job seekers, most significant step to developing your personal brand is determining what your brand represents: Your core values are the heart of your brand. It is the foundation for all of your communication strategies
- Ask yourself a few questions. What motivates you to get up in the morning and tackle the day? Why are you unique? What are you passionate about?

HOW INSTAGRAM ALGORITHM WORKS



What Social Media is Savvy?

How to use social media in your job search

‘It’s all about you’

and

‘It’s not all about you’