



SOCIAL MEDIA AND YOUR CAREER

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SUCCESS...We'll help you achieve it!



SOCIAL MEDIA HAS CHANGED RECRUITMENT

Social Recruitment has become commonplace – if you do not maintain a professional online presence, you may miss out!

- 70% of employers use social media to screen candidates**
- 47% are less likely to interview a candidate that they can't find online**
- 58% are looking for supporting evidence**
- 50% are looking to ensure a candidate has a professional online persona**
- 57% said they found something negative that led them not to select a candidate**

Career Builder Survey 2018

PRIMARY REASONS EMPLOYERS HIRE BASED ON SOCIAL MEDIA PROFILES

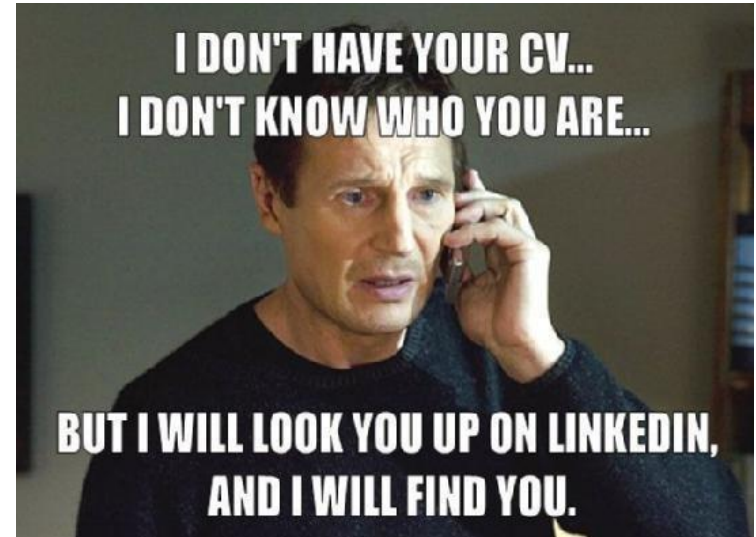
- **Job candidate's background information supported their professional qualifications - 37%**
- **Showed creativity - 34%**
- **Conveyed a professional image – 33%**
- **Great communications skills – 28%**



HOW EMPLOYERS RESEARCH YOU

Mainly but not restricted to:

- LinkedIn
- Facebook
- Twitter
- You Tube
- Blogs
- Personal Domains
- Google



You need to manage what they will find!

GOOGLE YOURSELF REGULARLY



Your Reputation...?

Google Search

I'm Feeling Lucky

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SOCIAL MEDIA IS A KEY MARKETING & NETWORKING TOOL

Job Hunting / Freelancing / Business Start-up

- **Set yourself up to be found**
- **Connect with new people**
- **Participate**
- **Build relationships**
- **Demonstrate what you do**
- **Showcase your work**
- **Drive traffic to your website**



YOUR PERSONAL BRAND



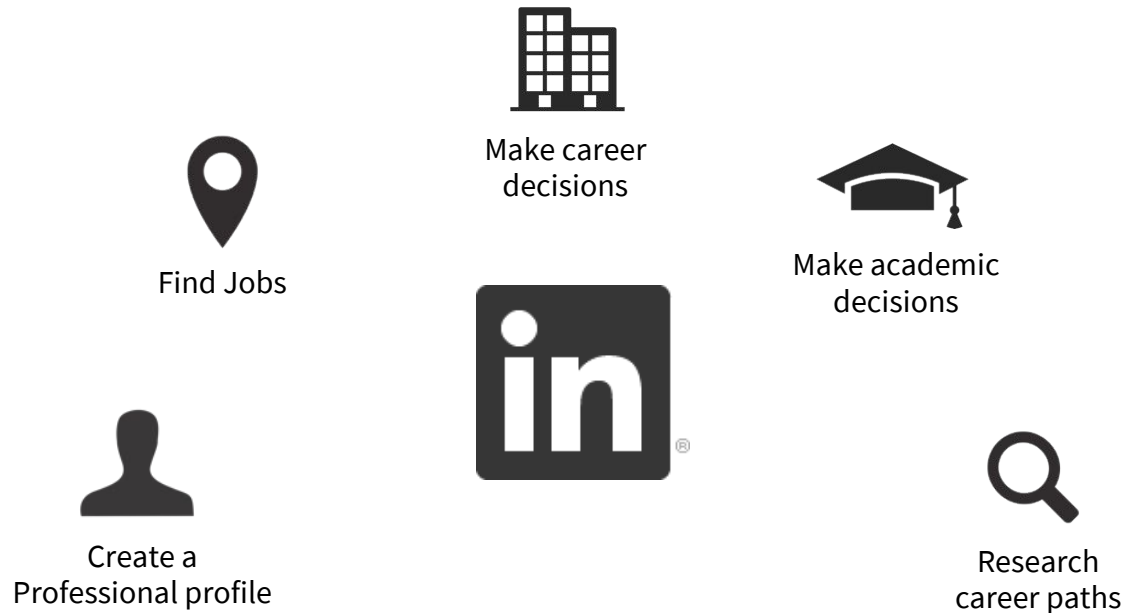
- **What is your Personal Brand?**
- **How are you perceived?**
- **How do you want to be perceived by a potential employer?**
- **What aspects of yourself are you trying to sell?**
- **What is your unique selling point?**

CHOOSE YOUR SOCIAL MEDIA NETWORKS

- **You don't need to be on every social media network**
- **Think about your target audience**
- **Which networks are most appropriate for you?**
- **Implement your brand across your chosen networks – be consistent!**



Why should you have a LinkedIn profile?



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YOUR LINKEDIN PROFILE – THE BASICS

- **Have an appropriate photograph**
- **Write an informative profile headline**
- **Add your skills and expertise**
- **Connect with others**
- **Be active**



TWITTER

UWS Careers & Skills
@CareersUWS

Tweets **23.5K** Following **444** Followers **3,116** Likes **1,567** Lists **15** Moments **0**

You Retweeted

Adopt an Intern @AdoptAnIntern · 2h
New **#Marketing** **#Internship** Opportunity in **#Glasgow**.
Music & arts **#festival** @dounetherabbit is looking for an enthusiastic graduate to join the team as a Social Media Intern.
#internship **#gradjob** **#job**
More - bit.ly/2nH0myf



You, Clearview Minds, Glasgow SG Alumni and 7 others

4 5

Creative Jobs
@CreativeJobsUK

Tweets **176** Following **744** Followers **1,227** Likes **19**

Creative Industry Jobs Board. View Creative Industry Jobs in Graphic Design, Art, Illustration, Web Design, 3D Design, Games Design, Product Design and more.

UK
creativejobs.co.uk
Joined July 2010

Tweet to Creative Jobs


2 Followers you know

UWS

Tweets **Tweets & replies**

Creative Jobs Retweeted

mrkaplin @mrkaplin · Jan 16
Want to join our team? We're currently on the hunt for an awesome Junior Motion Designer to join us full-time. See our website for more details ow.ly/Kk8j30hNRfc **#motiondesignjobs** **#creativejobs** **#C4D** **#aftereffects**



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BUILDING YOUR PROFESSIONAL REPUTATION

- **Make connections**
- **Be visible**
 - **Engage in conversation**
 - **Create content**
- **Be authentic**
- **Be consistent**
- **Manage privacy settings on your social accounts**



SUMMARY

- **Google yourself**
- **Don't wait until you need it – start now!**
- **Define your personal brand**
- **Implement it on your Social Media profiles**
- **Make connections**



Your Reputation...?

Google Search

I'm Feeling Lucky

FURTHER RESOURCES

Social Media Strategy for Creatives

<https://youtu.be/qw-UjpaThig>

Building Your Personal Brand Resources in the UWS Online Careers & Skills Centre

<https://uws.careercentre.me/u/th4qq9bf>

Using Twitter for your career

<https://www.topresume.com/career-advice/7-tips-on-effectively-using-twitter-for-your-career>

LinkedIn for Students

<https://students.linkedin.com/uk>

Using Instagram for your career

<https://www.fastcompany.com/3061924/how-to-use-instagram-to-advance-your-career>