

Social media tips for employment

If you don't feel comfortable with social media, then don't use it- but for those that do here are a few things you can do;

- Create a personal brand using tools like [LinkedIn](#) - LinkedIn is all about building a brand and online presence, not a copy and paste of your resume.
- Use the [Linked In Resources](#) to optimise your profile.
- It's important you use an appropriate profile photo - but it does not need to be professional.
- Add your skills or role title to your headline - you can also add "Now available" or "Seeking Work" before the title or skills in your headline.
- Your summary is your elevator pitch, so keep it sharp. Summarise your strengths and what you can bring to an organisation.
- Do not put dot points descriptors from your resume in your profile, rather talk about accomplishments or projects and skills you've used.
- If you can, add rich media, videos, pictures to your roles and any external publications - article recommended length is 600- 1000 words.
- Connect with people within your industry or the company or industries you wish to join. Ask former colleagues if they can provide you with a recommendation for your profile.
- Post appropriate content, ask questions from your network - like, share and comment on other peoples posts to generate interest in your profile and to get noticed in your industry.
- Follow hashtags.
- On [Facebook](#) you may want to join community pages or community job boards that may post jobs. You could also share in community pages your skills and availbilty for work, you might be lucky enough to have the jobs come to you.