

how to use social media to enhance your career prospects

Careers Centre
careers@brighton.ac.uk
www.brighton.ac.uk



University of Brighton

Job seeking tools

- Careers Service
- Newspapers – local, regional and national
- Journals and trade press
- Websites – fish4, prospects.ac.uk etc
- Recruitment agencies
- Social media networks – offers so much more....

<http://www.brighton.ac.uk/careers/find-a-job/finding-job-vacancies/>

Basic (current) forms of social media

Social networks – build web pages and connect with friends to share content and communication.

Wikis - allow people to add content or edit information

Podcasts - audio and video files that are available by subscription.

Forums - areas for online discussion, often around specific topics and interests.

Content communities - organise and share particular kinds of content. Photos (Flickr), bookmarked links (del.icio.us) and videos (YouTube).

Microblogging - social networking combined with bite-sized blogging, where small amounts of content ('updates') are distributed online



Jump on the social media bandwagon

An illustration for the Kyan blog
blog.kyanmedia.com/archives/2008/10/15/get_on_the_social...

What has it got to do with career prospects?

According to research by Brave New Talent

<http://www.bravenewtalent.com/>

- 73% of employers currently use online social networks or social media to **support their recruiting** efforts
- 30% of employers always **check out candidates** social media profiles when vetting them
- 58% of employers have successfully **hired candidates** through social networking websites

What has it got to do with careers prospects - 2?

“We investigate everyone who applies; if there is **no online presence at all, we will not invite them to interview**”... Racepoint Group UK

“Everyone’s careers will be understood by what we say through online communication such as facebook, email, twitter... so **learn to be digitally articulate** and literate...” Charlie Beckett, POLIS Director, LSE

So what does social media offer..

- **Participate** - Users or members make contributions, collaborate and collect feedback
- **Openness** - Share ideas, research, new developments
- Don't be a passive observer, the **more you engage the better you look** – comment, retweet, offer your opinion
- Users or members to **produce content** in a meaningful way that adds value - this could take the form of a blog, tweets, podcast, video or photo album.

A virtual community...

- Allows those who share a **common interest** to form quickly and communicate effectively
- **Use those networks** when you need to find out how to do something, locate something, test a product, latest research, sector based news, **research vacancies and opportunities**
 - “In my experience, being able to demonstrate a firm grasp of wider industry issues at an interview is a brilliant way to stand out” Ben Cotton, PR Consultant
- Show future employers that you're **dedicated** to your work, committed to self improvement, document your understanding of the industry, show off your skills

Connectedness



- Networking
- Make connections with the right people
- ‘Like’ or ‘follow’ people/employers/groups.
- Engage with employers / contacts
- So much more than just a CV

“Social media sites have proven themselves as important platforms for facilitating connections, demonstrating passions and interests, and ultimately landing you the job you actually want”. (How Job Seekers Are Using Social Media for Real Results <http://mashable.com/2010/03/08/job-seeker-results/>)

Which Tool?

LinkedIn

facebook

- Decide what tool you will use and for what are you going to use it for
- Choose the tool that has the most activity in your area or sector?
- Not all employers will use all the available tools, likewise you don't have to have a profile on every product
- LinkedIn, Facebook, and Twitter have over 535 million combined users – recruiters are looking here for the most qualified, talented, and largest pool of applicants.
- Facebook tends to be more social, Linked In for professionals
- Brave New Talent – 47% of recruiters use twitter as a recruitment tool.
- According to the Wall Street Journal ' not only are companies posting jobs and videos on their Facebook pages, some have recruiters and other employees find user groups and join discussions.

<http://technology.inc.com/2011/08/09/facebook-as-a-recruiting-tool-does-it-help-people-find-a-job-or-lose-one/>



LinkedIn



Your Resume

facebook



Your Society

twitter



Your Broadcasts to your Network

*

friendfeed



Your Shared Knowledge

*

Google
Reader



Social Media
Describes
Who You Are

Once you have your content people need to be able to see and find it...

- Update
- Join groups and discussions
- Comment
- Add links
- tags and keywords
- Promote



Contacting people online – netiquette

- The principles of effective networking are the same whichever medium you use - <http://www.brighton.ac.uk/careers/find-a-job/networking/>
- Don't simply 'befriend' employers or people you want to make contact with
- Make a clear statement of interest, reference the company's products and services, and make a specific request
- Keep in touch - try and back up online contact with a face-to face meeting.
- Be polite, courteous, respectful and helpful
- Always write professionally, with accurate spelling and grammar
- Use the right level of formality to suit the occasion
- Don't go overboard and hassle an employer too much - interact where appropriate and do enough to help you stand out

Ben Cotton



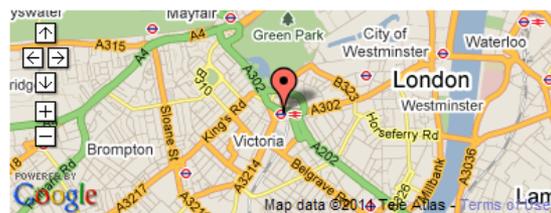
Phone: 07912063900 | Email: contact@ben-cotton.com



About:

Ben is an award-winning blogger whose work as a Digital Brand Consultant helps inform brand strategy for a variety of blue chip clients. Initially, this means listening to online voices and influencers, measuring and analysing conversation, before formulating and implementing appropriate social media strategies. At a tactical level this includes undertaking social media landscape analysis, community management, influencer engagement and creating social SEO friendly content to generate WOM.

Ben is based in London, but regularly travels for business opportunities, consultancy and training events. He is often online and can be contacted via one of the other methods listed above.



@BenCotton on Twitter:

- So you want to work in PR? Here's my 10 Top Tips <http://t.co/R44BHpu> 15 minutes ago
- Rising ambition turns the spotlight on exports: <http://ow.ly/4R0B4> about 3 hours ago
- Even creative directors need to know some technology <http://t.co/y4VY8K4> about 3 hours ago
- ReputationOnline » Blog Archive » Roger Warner on "The Gotchas: White lies brands tell themselves in social PR" <http://t.co/RTe1QHZ> about 14 hours ago
- SEO for your social media profiles – top tips <http://bit.ly/lpdcE> about 14 hours ago
- Using Likester to search all the data within your Facebook Likes <http://bit.ly/jBkgDr> about 14 hours ago

Social Web Thing Blog:

Become a Bright One

For those of you who know Young PR Pro of the Year, Ben Matthews or have read Behind the Spin recently you may be familiar with Bright One – the volunteer-run agency for the third sector which Ben founded and runs in his spare time with a trusty band of dedicated volunteers. I interviewed Ben [...] [Read more](#)

Social Search is Already Being Gamed

I was inspired to jot down my thoughts after reading Matt Churchill's recent post 'Hiding Content Behind A Like'. As usual, it was a thought provoking post from my Edelman Digital colleague and he discussed how the New Yorker is forcing people to Like its Facebook page in order to gain full access to [...] [Read more](#)

Slides of my Presentation on 10 Creative Ways to Create an Impact Online

On Monday I gave a presentation at the CIRP Social Media conference in Russell Square, London. I talked about people, rather than brands who had made a creative impact online, mentioning Jed Hallam, Laura Tosney, Graeme Anthony, Brandon Kleinmann, Josh Halliday and the guys responsible for the 'A Hug from Taylor Swift' campaign. Within the [...] [Read more](#)

Crowdsourcing a Presentation

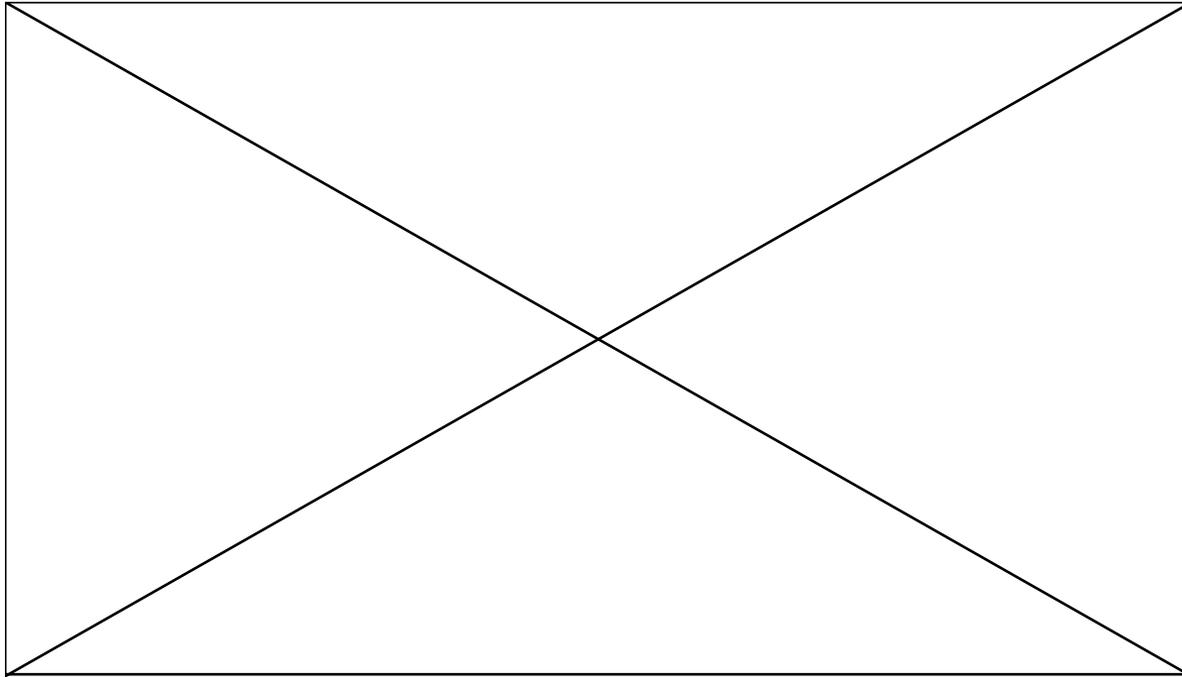
I've been asked to speak at the CIPR Social Media Conference on 11 April 2011 at Russell Square, London where I'll be running a short workshop called '10 Creative Ways to Create Impact Online'. I've got a couple ideas I'm playing around with for the session and without wishing to give too much away, I [...] [Read more](#)

Social and Mobile in Ireland

This week my Edelman colleagues Eoin Dowling and Piaras Kelly launched an infographic video which appeared on the Edelman Digital blog and highlighted the explosion of social media usage amongst key audiences, as well as the Irish love of digital technology. I found the data about social networks insightful (Facebook has grown by 500% since [...])

Be innovative

To pitch skills and support an application:



www.youtube.com/user/GraemeAnthonyCVIV

www.lauratosney.co.uk/?p=220

Online Reputations

Reputation is everything

- Hopefully this is a positive online presence that showcases your skills, experience and interests
- But you need to manage your contributions carefully – if you don't, it can leave a bad impression.

“With over half of employers now using social networking sites to screen candidates (source: careerbuilder.co.uk), what you say and do online could prevent you getting an interview or even cause you to lose your job”.

Look after your online reputation

- Check your privacy settings
- Remove or hide any negative information
- Consider separating your personal and professional content/profiles
- Have an appropriate name and image.
- Real name vs a pseudonym?
- Remove anything that is no longer true of you.
- Omit sensitive hiring factors
- Always check you are logged out after use.

Always avoid inappropriate language, ill-advised comments or jokes

- Comedian Gilbert Gottfried was sacked by employer Aflac, for whom he was a spokesperson, for making jokes about tragic events in Japan
- <http://mashable.com/2011/03/15/gilbert-gottfried-japan-twitter/>
- A representative of a media company accidentally posted expletives about Detroit drivers on the official Chrysler twitter stream - led to the employee being fired and the media company lost its contact
- www.dailymail.co.uk/news/article-1365195/Chryslers-Twitter-F-bomb-Employee-posts-obscene-tweet-Detroit-drivers.html
- More twitter firings - www.slideshare.net/philstott/twitter-firings1

Leave any Facebook groups/pages, unfollow followers on twitter that might undermine your image

twitter

Home Pro



glennbeck

+ Follow

Lists

glennbeck's Favorites



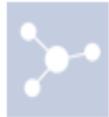
MalevoFreedom White Nationalist message board:
<http://malevolentfreedom.org/forum> Embrace White Culture
@GlennBeck WHITE-PRIDE #Beck WPWW

5:21 PM Jun 28th via web

Activities and Interests

Robert Smith

Activities



Talking Shit



"When I was 5 years old, my mother always told me that happiness was the key to life. When ..."

Other

The Bro Code, Pepsi Australia, Sometimes I like to piss you off just because it's funny., Encouraging your drunken friends., The Power Yack, Skittles, Krispy creme, Nando's Peri Peri Chips, Nando's, Hot Chips and Gravy, Trent From Punchy, Captain Planet, "this is NOT AN Assignment You CAN Do the Night Before." Challenge accepted, Being so pumped to head out, that you combine showering with predrinking, Gold Coast Suns Drinking Game (read info) and 88 more

Don't assume
that your
comments
won't be seen
by people
outside your
network –
friends or
friends of
friends may see
it and report it!

ent sacked over Facebook comments - Telegraph - Microsoft Internet Explorer provided by University of Brighton

http://www.telegraph.co.uk/technology/facebook/7471858/Travel-agent-sacked-over-Facebook-comments.html

View Favorites Tools Help

Travel agent sacked over Facebook comments - Teleg...

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Facebook

Travel agent sacked over Facebook comments

A travel agent was sacked for making comments about a colleague on her private Facebook page.

11:09AM GMT 18 Mar 2010

Emma Short, 26, used the social networking site to vent her anger about a co-worker she claims was bullying her at the TUI Travel call centre in Coventry, West Mids.

She wrote on her private page that she had "never been so angry" and wanted to "smack the brown-nosing cow in the face".

But someone alerted her boss to the status update and she was fired for cyberbullying, threatening behaviour and breaching company internet policy.

Miss Short said she only wrote the comment because she herself had been bullied at work:

"I didn't think anything would happen when I wrote the comment. I was just so frustrated at being bullied yet again at work."

RELATED ARTICLES

- Website hunts Facebook blushes 16 Jun 2010

Miss Short, who has two children, Courtney, seven, and Ellie, 17 months, began working at a call centre for TUI Travel, which owns Thomson, in September last year.

On January 26 this year Emma vented her anger about the situation by posting a comment on her Facebook page, which is set so only her 226 friends can view it.

Emma was at work when she wrote at 11.02am: "[Emma Short] has never been so angry or annoyed, and I swear to god I will smack the brown-

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Being online leaves a digital footprint

- Your activity is permanent, direct and immediate
- Information stored online becomes public by default
- Social network profiles, photographs that you, your friends or family have posted online (and tagged), anything you have written or that has been written about you
- You don't control what your friends do with that content/photos.
- Your social network page will come up on a web search – unless you set appropriate privacy settings
- You don't own much of the content you put online
- **Simply removing something from the web doesn't always mean that people won't find it.**



Digital Identity Mapping

Expression

What I say



Publication

What I share



Profession

Where I work



Opinion

What I like



Details

How and where to join me



Reputation

What is being said on me



Hobby

What passionate me



Certificates

Who can certify my identity



Purchase

What I buy



Knowledge

What I know



Avatars

What represent me



Audience

Who I know



FredCavazza.net

<http://www.flickr.com/photos/fredcavazza/278973402/in/set-72157594170694427/>

Some other considerations

- Don't give out information that could be used against you
- Protect yourself from identity theft
- Don't lie or claim something as yours when it isn't
- Never use the sentence "As a [title] at [company], I believe..."
- Beware of libel
 - “As an employee, if you were to openly criticise or defame your workplace in a newspaper or within a printed flyer, you'd expect legal consequences – they should expect the same of online outbursts.”
(www.onlinesocialmedia.net/20100524/employers-use-social-networking-to-check-up-on-staff/)

What is your digital footprint?

Search for yourself on:

www.123people.com/

www.google.co.uk/ and other search engines

www.nowlookhear.co.uk/katiepiatt/digital_identity.html

What can people find out about you? What have people said about you? Is it a positive impression? Is there anything you wouldn't want people to know about?

Summary

- Social media can be a powerful job hunting tool
- Don't ignore other methods of finding work
- Experiment, explore and try and keep up with the trends
- Make sure your achievements, success stories and good qualities are out there for potential employers to see.
- Build a good online portfolio, write an interesting blog or get recommended on LinkedIn
- When employers put your name into Google, ensure they see you at your best.