UNIT 4
Social Media Communication

DIGI.JOB.ID.
Digital Job Identities

Erasmus+

UNIT 4 Social Media Communication

- Introduction
- (LO 1)Identifying the most important social media
- (LO 2)Recognising which social media channel use
- (LO 3) Identifying Tips & Tricks for using the most important social media platforms

UNIT 4 Social Media Communication

Introduction

The use of social media can widely expand your potential network. Instead of only having your friends and family to reach out to as contacts, social media allows you to see the friends and family of all of your connections. You can see who they are, where they work and how you know them. Social media also allows you to make a more personal connection with a potential employer who may not recruit on campus or be near your current location. By following them on social media and interacting with them, you are able to get their attention in a way that you would not previously be able to.

This training will help learners design a good digital self-branding strategy by:

1. Identifying the most important social media channels used by recruiters/companies (LO 1).
2. Recognizing wich social media channel suits better whith the learnes targets (LO 2).
3. Identifying Tips & Tricks for using the most important social media platforms. (LO 3).

UNIT 4 Social Media Communication

Introduction

Learning Outcome 1 – Identify the most important social media channels.

With lots of digital tools it is important to identify how the recruiters, your target, use the social media channels to adapt our implementations, so in the first part of training we will learn to:

- Analyze how social media is used by professionals
- Identify the most common social media channels used by recruiters/companies.

Possible exercises:

1. Make a list of companies where you would like to work
2. How they use social media
3. Tone of voice in each of the social media channels
4. Type of content

UNIT 4 Social Media Communication

Introduction

Learning Outcome 2 – Recognizing the correct social media channels

Once you have known how recruiters/companies use the different social media platforms the next step is to choose the digital tool which suits better with your resume, sector, etc…

- Identify wich social media platform fits better with a target (specific recruiters/companies)

Possible Exercises:

1. Search similar profiles to yours and list which social media they use
2. Search which social media channels are more active in your sector
3. Which kind of conversations you find in each of social media channels you has searched
4. Identify which you would use to feauture your profile. At least two of them.

UNIT 4 Social Media Communication

Introduction

Learning Outcome 3 – Tips & Tricks about the most important social media platforms

Finally, the last step is to know the correct usage of social media to feature a professional profile, therefore the third part of training consists in:

1. Facebook Tips & tricks
2. Twitter tips & tricks
3. LinkedIn tips & tricks.

Possible exercises:

1. Fill i nyour professional history on Facebook.
2. Classify your Facebook contacts in lists.
3. Check/Create your publicTwitter profile.
4. Create a calendar post in Twitter.

UNIT 4 Social Media Communication

Identifing the most important social media channels used by recruiters/companies

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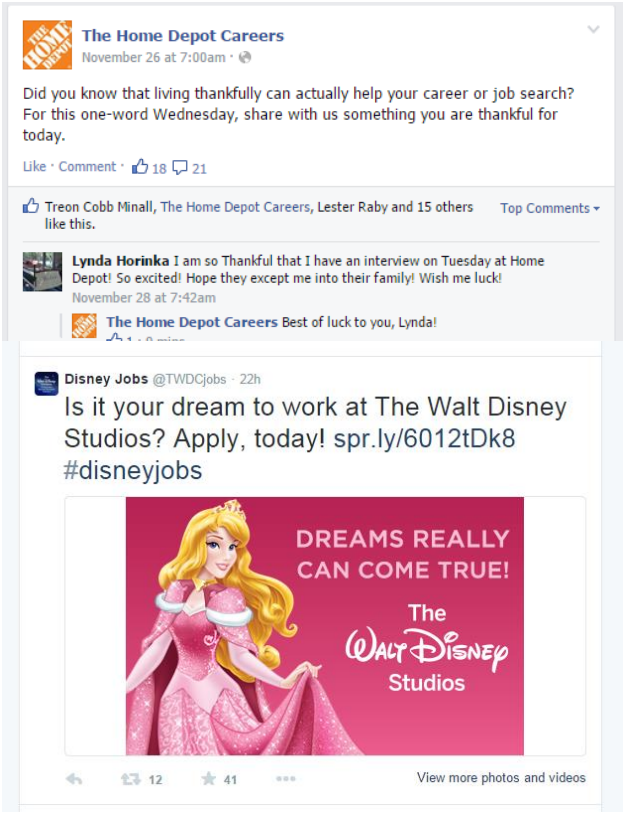
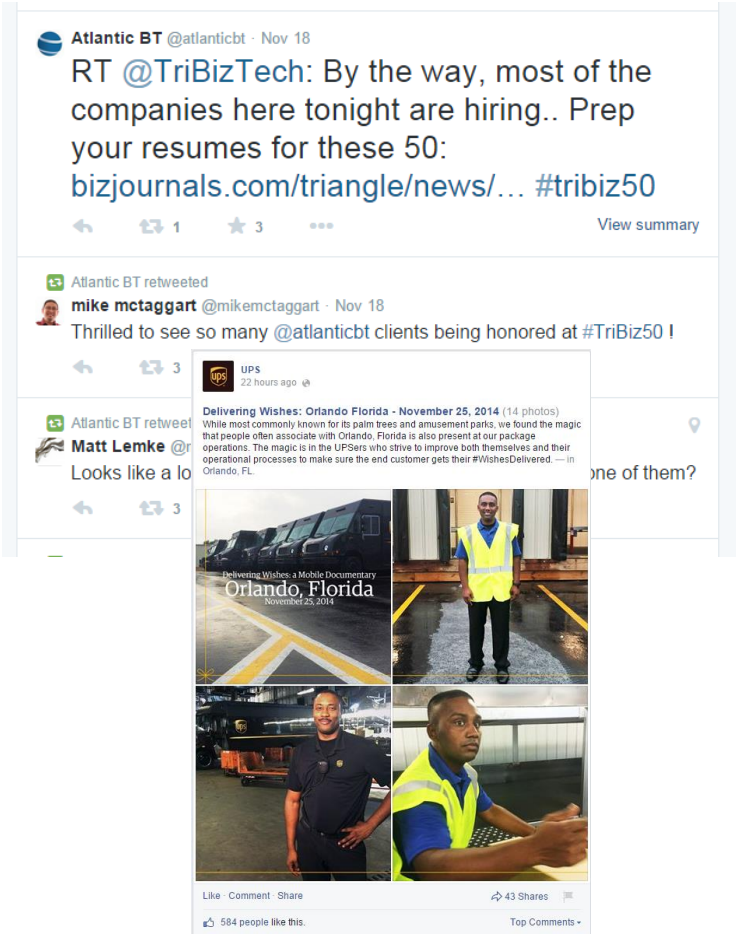
Identifing the most important social media channels used by recruiters/companies





To ensure better hires, recruiters are willing to invest more.

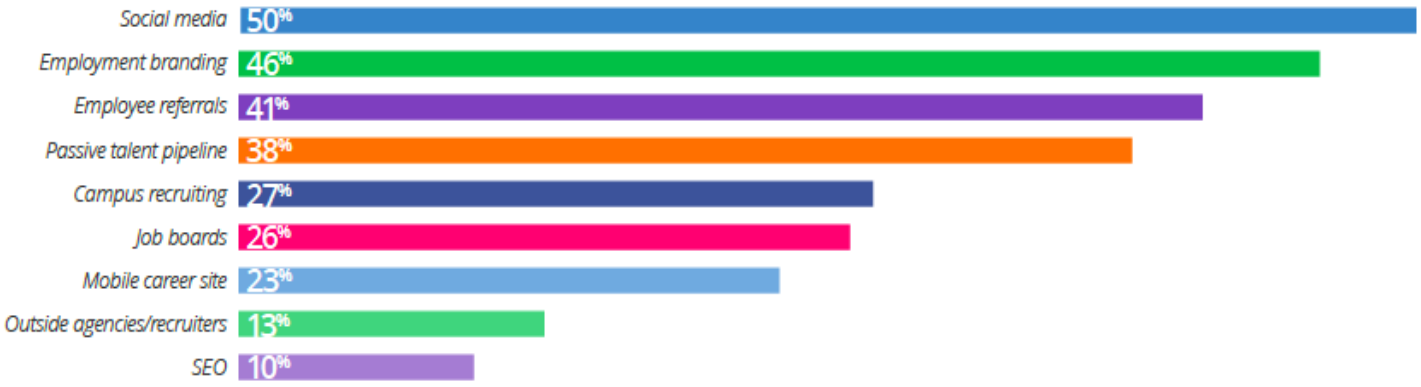
Over the next year, recruiters are aiming for improvement in a few key metrics:

Improving quality of hires

Improving the pipeline

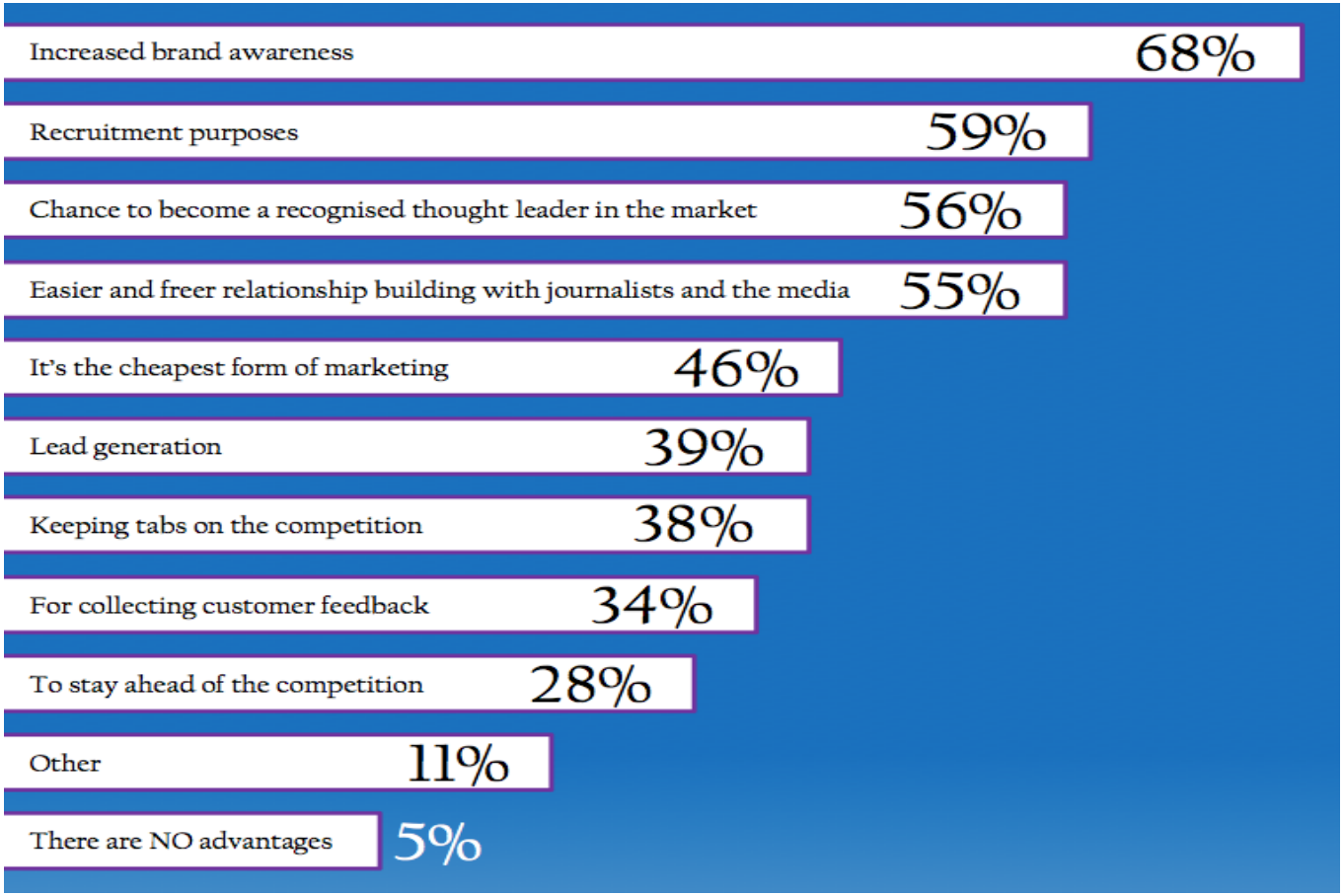
Improving time-to-hire

Companies are adjusting to new areas of focus and reprioritizing their budgets. Recruiters plan to increase investment in the following areas:



UNIT 4 Social Media Communication

Identifing the most important social media channels used by recruiters/companies

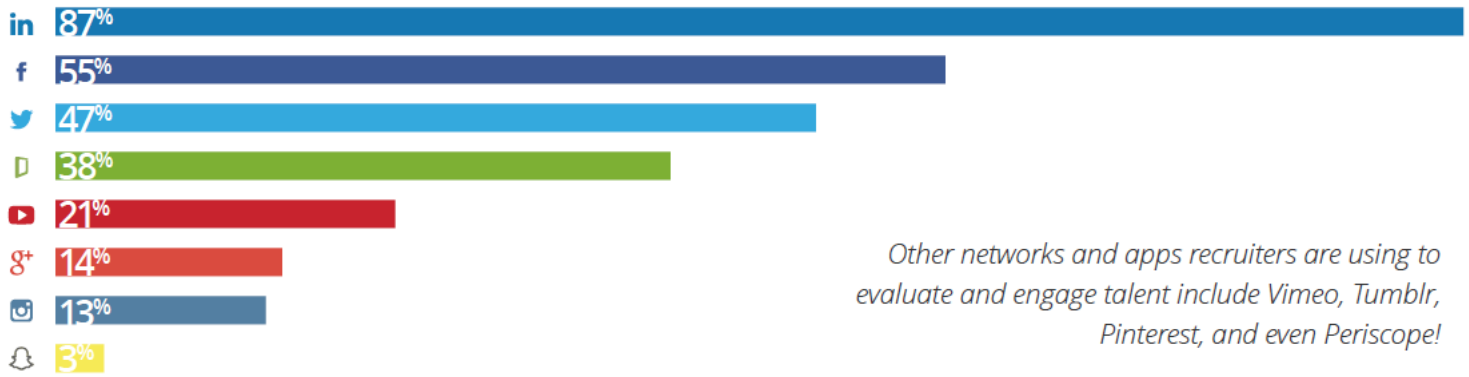


UNIT 4 Social Media Communication

Identifing the most important social media channels used by recruiters/companies

SOCIAL

Only 4% of recruiters DON'T use social media in the recruiting process.
4% aren't sure, but the **92%** of recruiters that do use social media cast a wider net than ever:



Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!

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Identifing the most important social media channels used by recruiters/companies

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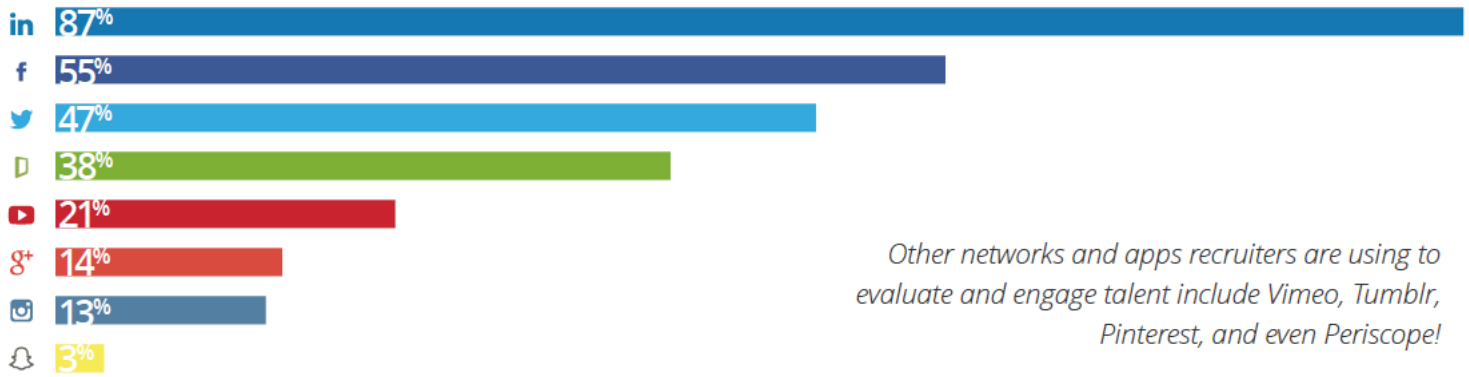

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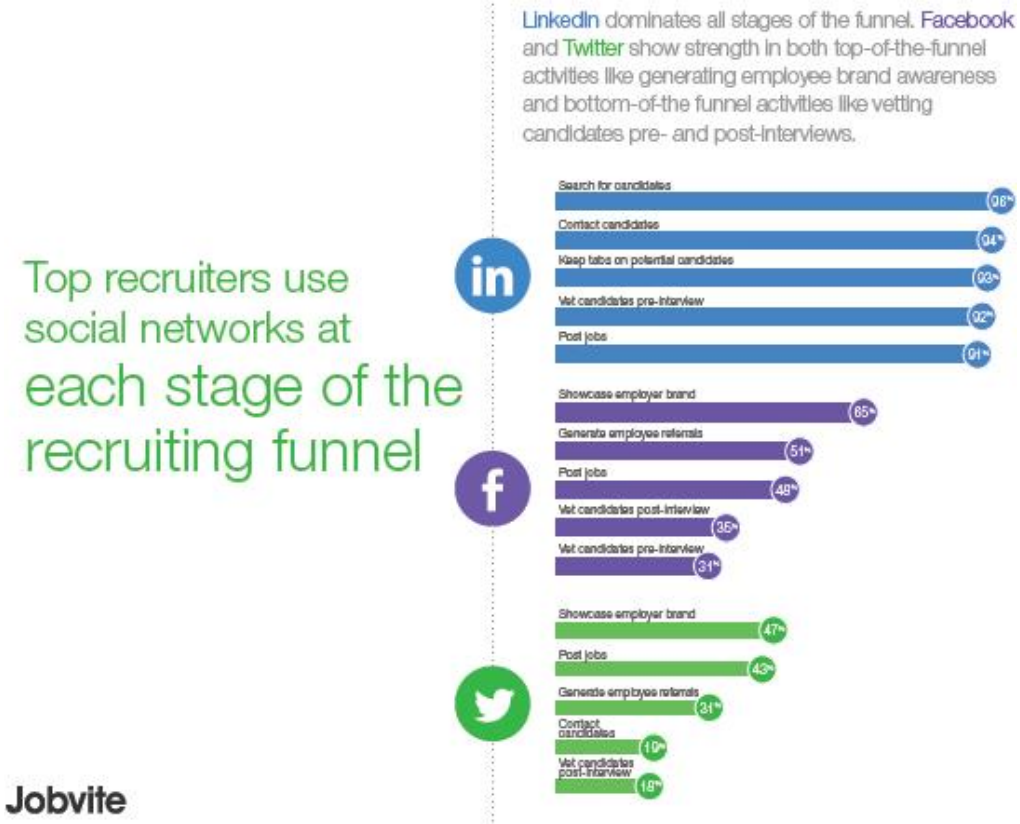
Recognizing wich social media channel suits better whith the learnes targets



The difference is that LinkedIn is used more in the recruitment process. Twitter and Facebook are used more for brand awareness!

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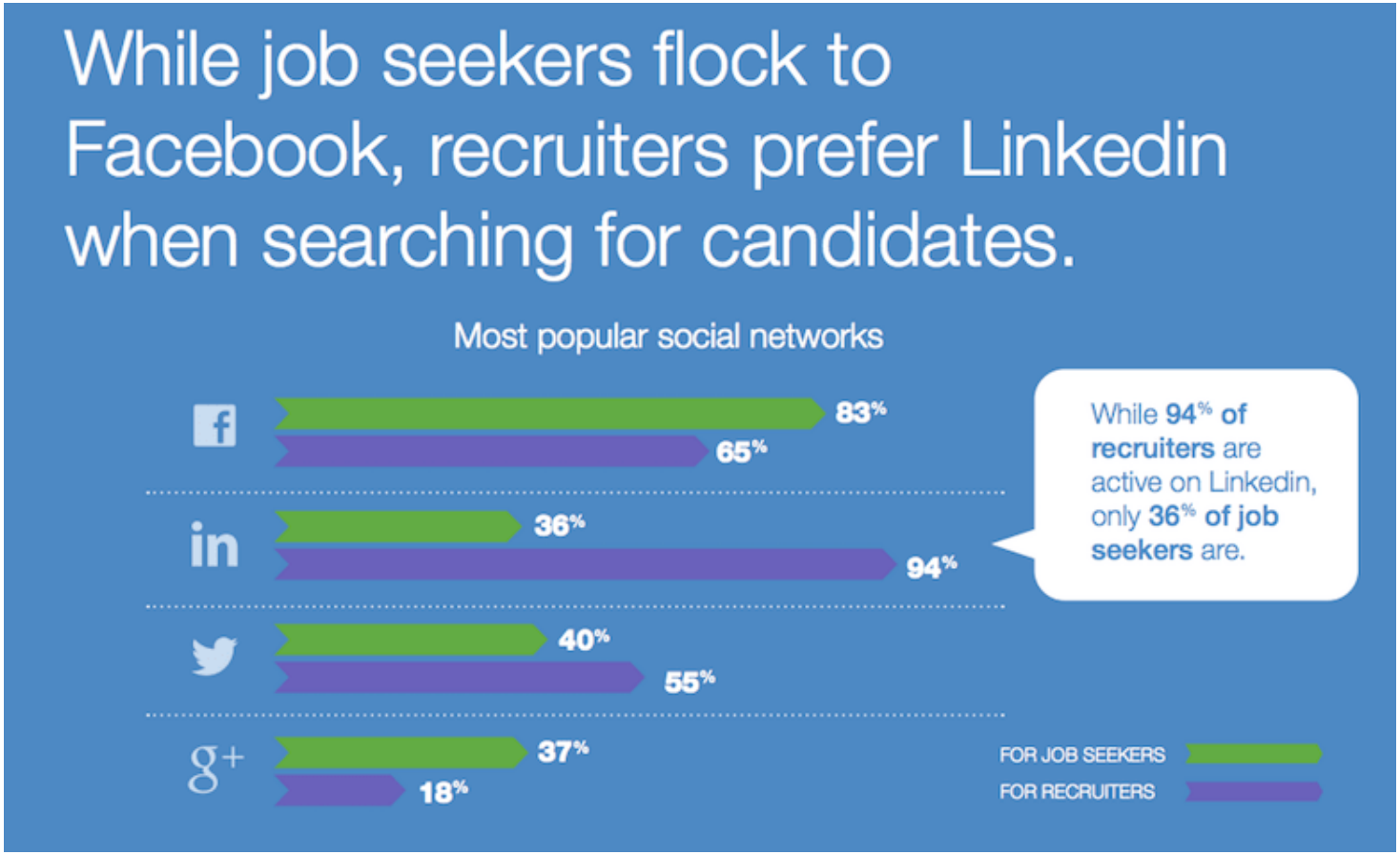
Recognizing wich social media channel suits better whith the learnes targets



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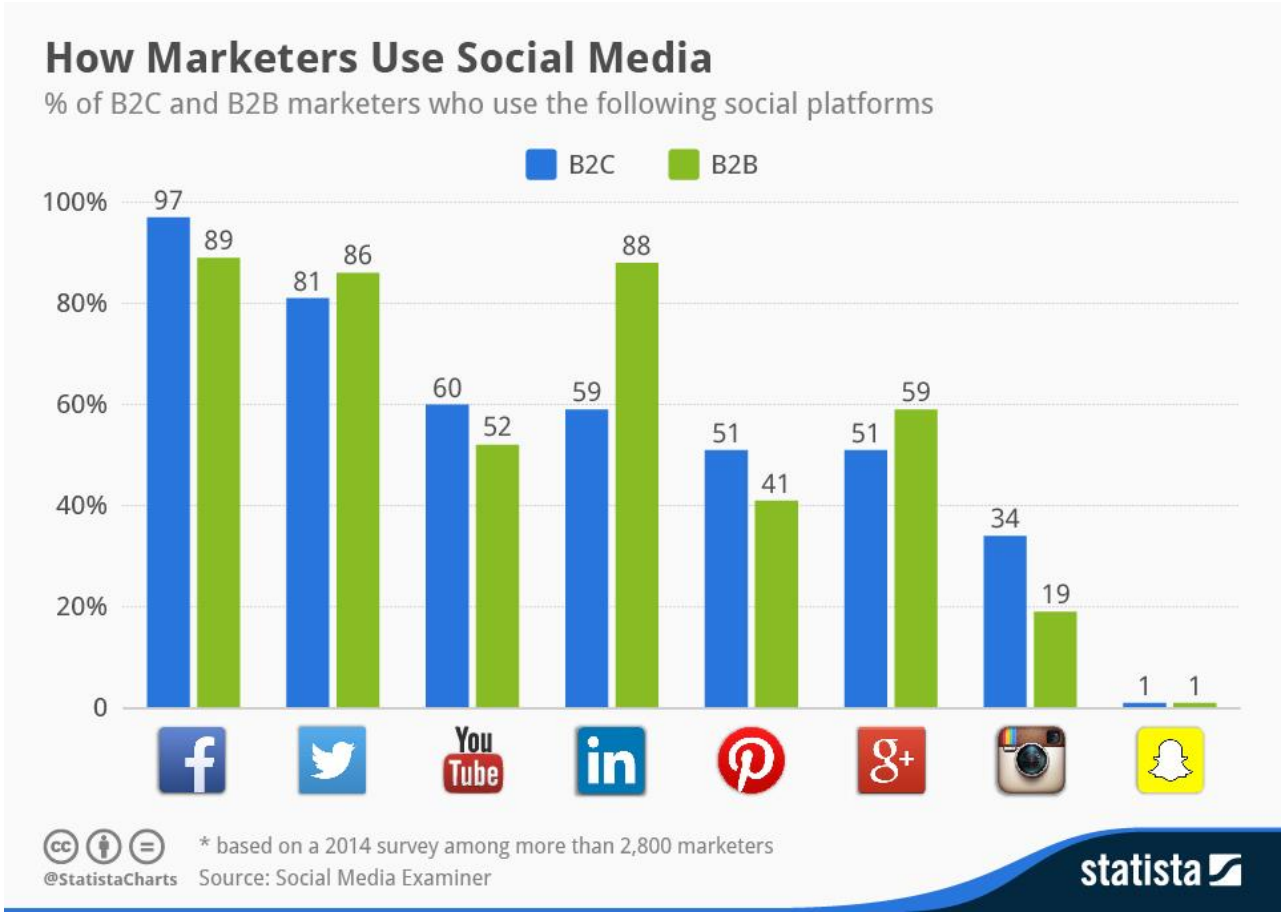

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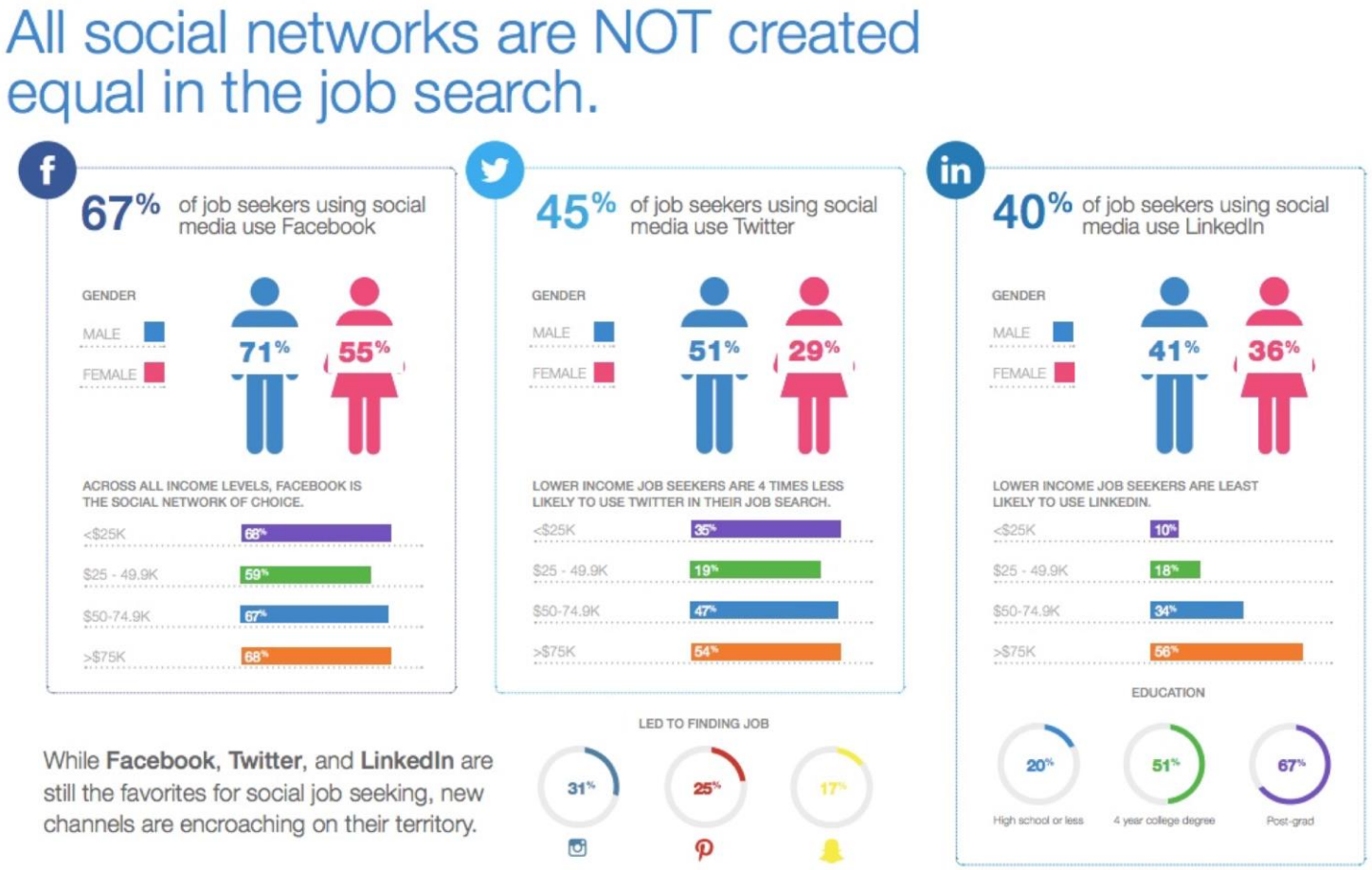
Recognizing wich social media channel suits better whith the learnes targets



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Recognizing wich social media channel suits better whith the learnes targets

A 40/60 ratio is recommended when highlighting personal, authentic experiences and making connections to your industry. Search engines love the ability to build traffic from social shares, and by utiliizing relevant keywords. These help you climb to the top of the page!

UNIT 4 Social Media Communication

Recognizing wich social media channel suits better whith the learnes targets

The power of networking is remarkable, and LinkedIn certainly testifies to this within an arena of professionals where major decision makers are actively engaging with connections. In addition to highlighting your experience, skills, and gathering recommendations, LinkedIn allows you to publish and showcase your recent work. This means that it can be your all-in-one network, if you are a busy professional already trying to manage the work-life balance.

UNIT 4 Social Media Communication

Recognizing wich social media channel suits better whith the learnes targets

Twitter is a great channel to position yourself as an expert in a central discussion. It allows you to follow and intercept trends, topics, and hashtags pertaining to your industry – while simultaneously gaining popularity when doing so.

UNIT 4 Social Media Communication

Recognizing wich social media channel suits better whith the learnes targets

With a sizeable user base, and much lower competition, Google+'s Communities, Trending Data, and Hangouts can be used to foster discussion about the latest: new technologies, product launches and more. It also does not hurt [at it really contributes to your SEO!]

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Facebook

1 Fill out your profile with your professional history. LinkedIn is the place where my online CV resides, since the profile page is laid out like a C.V., with slots for a summary of your professional life, your list of jobs and your academic credentials. Unlike Facebook it does not invite you to add stuff that is not directly relevant to your job history, like your favorite movies, TV shows, books and music.

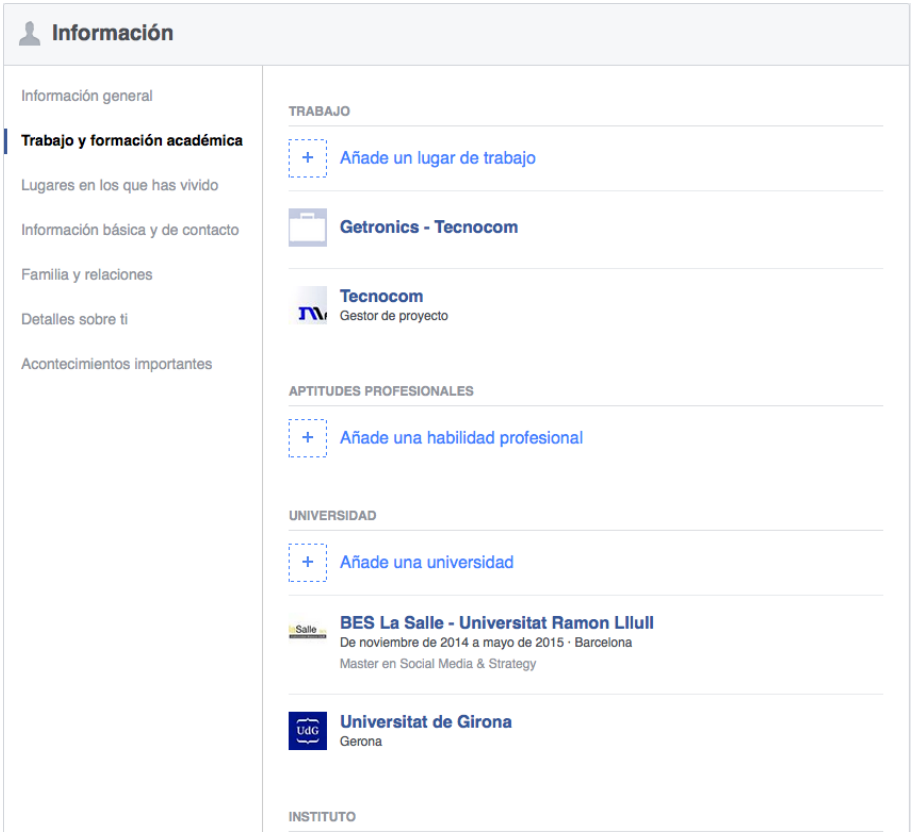
But Facebook has an elegant, easy way to add your work credentials.

Just click on “edit profile,” and the top of the screen lists “Work and Education.”
I’ve only ever listed my current job and the position I had before this one, with no description of my duties and accomplishments, but Facebook has slots for those details. If you want to make yourself known to the 65% of recruiters who troll for job candidates on Facebook, take a few minutes to fill out this information.
You can even cut and paste it from your LinkedIn profile, though I would suggest a shorter version for Facebook.

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Facebook



UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Facebook

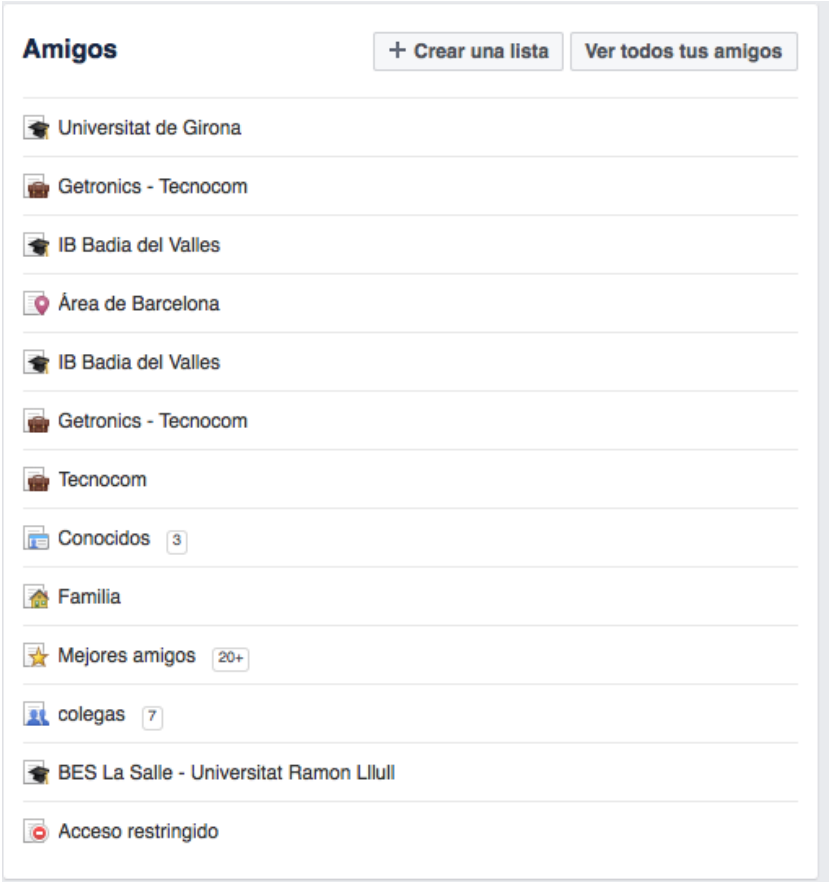
2. Classify your friends

- Go to your list of friends and hover your cursor over the “Friends” rectangle next to a professional contact’s name. You’ll see a roster of lists, including the option to create a “new list.”
- Create one called “Professional” or “Work” and then find all of your friends who you would consider professional contacts, and add them to that list. This way, you can target your work-related status updates. While it is good to humanize yourself by sharing bits of your personal life with professional contacts, you may not want to share with everyone that picture of yourself in your bathing suit, frolicking on a Spanish beach.
- When you are ready to post a status update, click on the rectangle that says “Public” to the left of the word “Post.” You’ll see a pull-down menu that includes the word “Custom.”
- Click on that and you’ will see an option that says “don’t share this with,” where you can type in “Professional.”
- Or if you want to share an article idea that is directly related to your professional interest, but it is something that would bore people who do not do the kind of work you do, you can opt to share it only with your professional group.
- If you have hundreds of friends, you may not want to bother classifying all of them, but do pull out your professional contacts into their own list.

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Facebook



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Tips & Tricks about the most important social media platforms

Facebook

3. **Post content and respond to other people's postings**.
Do pay attention to your professional friends' postings."Like" their posts and make insightful comments. "People want to help people they like and they want to help People who help them,". "When it comes to job seekers, you want to reciprocate by offering them a job."

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Facebook

6 Ways How to Use FACEBOOK

To Land a Job

#1

Conduct an Audit

Have you tried searching your full name on Google? If not yet, then you should give it a try. Take note of what appears on the first page of search results. Chances are, you will see your Facebook profile and all the Facebook profile of the people with the same name as you on the list.

#2

Fill out your Profile with your Professional History

You may add your past and present jobs and schools on 'Work and Education' section. List your past and present employers, job title, description of your role and the years you were on the organization.

#3

Stay Professional

Avoid using blasphemy, sharing provocative or inappropriate photos. Never ever speak negatively about your current or past employer on your posts.

#4

Join and Get Active in Groups

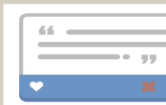
Facebook Groups can be so useful in job searching. This is a place to discuss and post news about a particular topic, industry or interest. You may also use this feature to find people posting jobs in your field and geographic area.

#5

Network

Be sure to add your college and even high school classmates to build a networking connection on Facebook. In the Facebook search bar, type "people who work at" + the name of the company then boom! People you know who work at that company shows up.

#6



Post status updates

Update your status with your current situation and what you're looking for. Your friends, family, old colleagues, long-time-no-speak acquaintances are most likely there to help you.

Conclusion

Can you really land a job using facebook? The answer is yes, if used appropriately. Add it to your social media job searching strategy along with Linkedin, Twitter, and any other platform you use and apply the tips as mentioned earlier. Remember, companies prefer to hire referrals and people they know.

Source: http://www.jobsforeveryjuan.com/6-ways-on-how-to-use-facebook-to-land-a-job

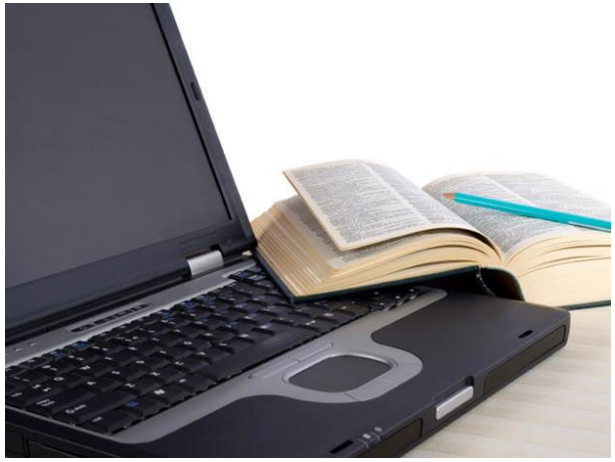
UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Facebook

“Many job seekers think that [recruiters] use social media to see what they look like and to see what their friends look like. Personally, I could care less about what you look like, but I do care about what you sound like," says top recruiter Abby Kohut.

"Using poor language or speaking badly about people or constantly complaining will not win you any points with recruiters."
Kohut adds, even when using abbreviations, check your grammar and spelling to make sure that it is top notch.



UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Facebook

Don't showcase your hard-partying ways

"Recruiters understand that people have social lives, so the occasional drinking picture is okay. What's not okay is drug use or other illegal activities portrayed right on [job candidates'] public Facebook profiles," says Rich DeMatteo, founder of Com On The Job, a career blog and community for job seekers. "For these reasons, it's so incredibly important that everyone use privacy settings on Facebook.“

DeMatteo also warns that recruiters are widely known for having larger networks than most. "For this reason, it's smart for job seekers to only allow direct connections to view their status updates and pictures," he adds.

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Facebook

Do follow companies you want to work for

"I recruit very heavily from social media sites and I have placed three people in the last year from Facebook. What I look for is someone that has a profile that portrays them in a positive light," explains John A. Fulcher, director of the healthcare division for Bauer Consulting Group.

"Following companies that you want to work with is a very good way to stay in tune with the job market and stay visible to that employer.“

Sharing articles of interest will also get you noticed as someone the recruiter would want to work with. It means you have your finger on the pulse and you are passionate about the industry.

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Facebook

- For Jeremy Spring, vice president and senior search consultant for executive search firm Elever (inappropriate potos even if they are in jest), are red flags. Add to the list, unsavory or tactless humor.
- "These may seem obvious, but the Facebook environment lends to its users a false sense of privacy and a seemingly self-constructed ecosphere where true and embellished expression are acceptable," Spring says. "On many occasions our consultants have had to re-consider the legitimacy of a candidate after finding the above issues on a Facebook page."
- His advice for job seekers? "If you use Facebook liberally, my suggestion is to set an innocent and decent image of yourself as your profile picture and ratchet up the privacy settings to the highest degree."

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Facebook

Don't badmouth your old boss or job "Candidates need to be very careful about what they post on book or any social media site," says Marc Mencher, CEO of GameRecruiter.
On his list of reasons he would reject a candidate:
if you are complaining about your boss or current company, if you often post about how bored you are at work and if you have partially filled out LinkedIn or Facebook profiles that reveal you are not a detail-oriented person.

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Facebook

Do stay consistent

"Pictures are worth a thousand words," says Adriana Llames, a career services expert and author of "Career Sudoku: 9 Ways to Win the Job Search Game." She says recruiters will ask themselves, does this candidate's online and offline appearance match? "For instance, when you meet the candidate wearing a well-tailored navy blue business suit, polished shoes and tie, but see that 95 percent of their photos have them in cut-off shorts, tank tops and full-arm tattoos, it raises the question: who is the real person?" Llames points out. What else might that person be hiding?

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Facebook

Do use key words

"Just like you have key words in your resume, make sure you have key words on your social networks," says Wes Weiler, chief information officer of hiredMYway.com. "HR managers and recruiters can search resumes with key words so it is very important to have the key targeted words in your resume match up on social networks so that you are searchable."

This is especially true if you have a LinkedIn profile.

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Twitter

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Twitter

- **User Name**:Twitter requires that each Username must be unique**,** so pick one that supports your job search for as long as possible. Usernames may be changed later, if needed, but the change can confuse your followers.

Usernames are the only names automatically included in a retweet (“RT”), so it is nice to have Them short, memorable, and descriptive.

- **Photo** :Each Twitter account has a photo or other image associated with it. If you do not provide something, Twitter will give you an egg (their way of saying that your account is very new, “unhatched” kinda).
Twitter may feel informal, but when you are in job-search-mode, take it seriously!
My recommendation is to use the same headshot you use in your LinkedIn Profile. It will make it easy for Very important social networks.

- **Keywords**, the words used by recruiters and employers to find people with the right skills and Accomplishments, are the KEYS to successful job search! Twitter gives you 160 letters and spaces for your Biography that appear at the top center of your Twitter home page. Very searchable and very noticeable to anyone Who sees that page.

So, fill your biography with keywords that describe you and the job you are seeking. Do notworry about being cute, funny, or personal. Worry about being found in a Twitter or Google search by a recruiter - that means, keywords.

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Twitter

How can Twitter be so effective?

1. Finding hidden job leads
2. Networking with industry insiders
3. Researching companies and interviewers
4. Building your personal brand within the industry

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Twitter - Finding hidden jobs lead

Step One: Assuming you have already created your Twitter account, you should then begin with the follow button. It is easy. Start following people in your field and organizations you would like to work for.

Many companies will tweet about new opportunities before the jobs are widely posted. Industry insiders also tweet about interesting new developments. You should be aware of — company expansions, hiring trends, and more.

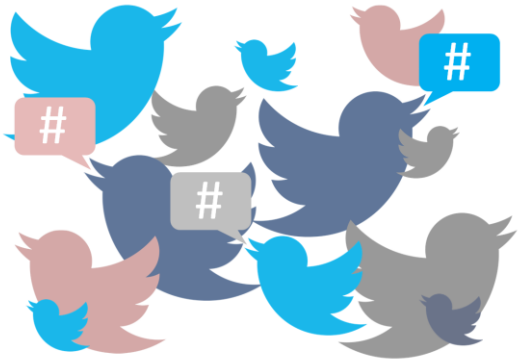
Tip: You may also want to follow employees of the companies you're interested in working for.
They are often the *best source of insider information* when those companies are hiring or preparing to hire.

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Twitter - Finding hidden jobs lead

Step Two: Join the conversation when it is relevant to your industry. Retweet sage advice. Offer words of wisdom based on your experience in the industry. Get to know the people who are discussing your industry on Twitter and give them an opportunity to get to know you. Add some “Twitter friends” to your network.

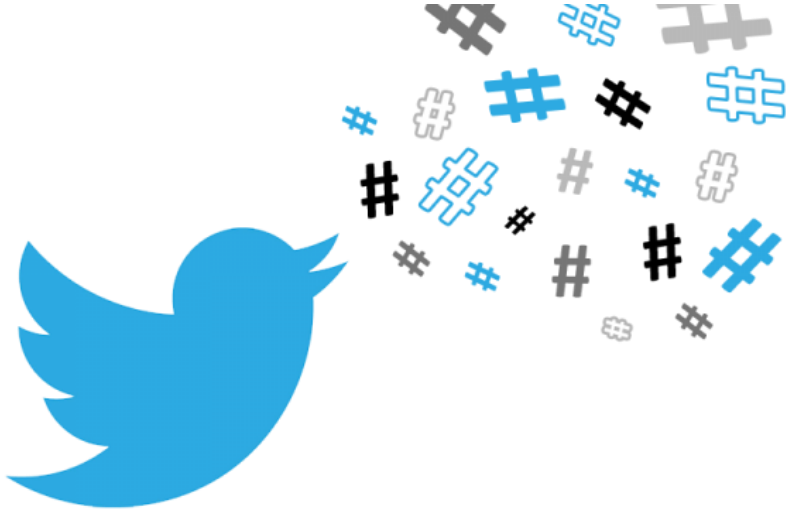


UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Twitter - Finding hidden jobs lead

Step Three: Take advantage of hashtags (#). Avid social media enthusiasts understand the importance of hashtags, but if you are new to the world of Twitter, or just beginning to consider it for your job search needs, the hashtag can help you quickly find available opportunities.



UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Twitter - Finding hidden jobs lead

Step Four: Get a little help. When it comes to looking for leads on Twitter, you do not have to go it alone (or get overwhelmed by the flood of Twitter conversations every hour). There are plenty of apps available that will help you identify potential leads, as well as websites that will help you in finding jobs on Twitter.
For instance, sites like TweetMyJobs.com deliver custom-tailored job leads directly to your Twitter feed. TweetMyJobs is a trusted recruiting tool for many big companies that utilize social media for finding candidates (and all of them do in some capacity now).

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Twitter - Networking with industry insiders

- Share tips
- Share industry news
- Share valuable links
- Be active on Twitter
- Be generous and share the thoughts of others too
- **Make connections in-person** by connecting with Twitter peers at conventions and other networking events

Important Tip: Avoid following spammers who fill up your feed with links to their services or goods when possible.
Follow one by accident, unfollow quickly as a Twitter feed filled with spam and questionable links can harm your credibility.

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Twitter - Researching Companies / Interviewers

Twitter is a great tool for getting to know people and businesses. Learn about the business, from an employee's point of view, by following the people who work for the organization. You can generally tell if they are shouting out the virtues of their employer or view work as essentially another four-letter word.

You can also learn a great deal about the company culture by observing company-posted tweets and responses to the tweets of others.

Use Twitter to learn the following things and more:

- Have there been recent changes within the organization or structure of the company, new products, or industry-shaking news?
- How does the company define the position you are applying for?
- Your idea and the company's idea of a position or title are not always identical.
- What is the background of the people you will be working with (specializations, fields, education, etc.)?

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Twitter - Building your personal brand within the industry

- Participate often. Twitter is not like LinkedIn or Facebook. The messages are short and you require more frequent and mindful participation in order to build your personal brand.
- Keep your message simple.
- Engage your audience. Conversations require more than one voice. Ask for feedback. Offer feedback. participate in conversations and you'll make valuable connections.
- Use photos and videos to improve engagement and interest.

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

Twitter - Do's & Don't's

- Do create a thoughtful and complete profile.
- Do include your Twitter "handle" on your resumes and applications.
- Do be mindful in what you say and add value to the conversations.
- Do make sure your posts reflect well upon you as a person and as someone businesses will want to hire.
- Don't make posts that may present you in a unfavorable light.
- Don't polarize topics and statements about news, current events, politics, and religion.
- Don't forget to include a professional looking headshot in your profile

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

About.me

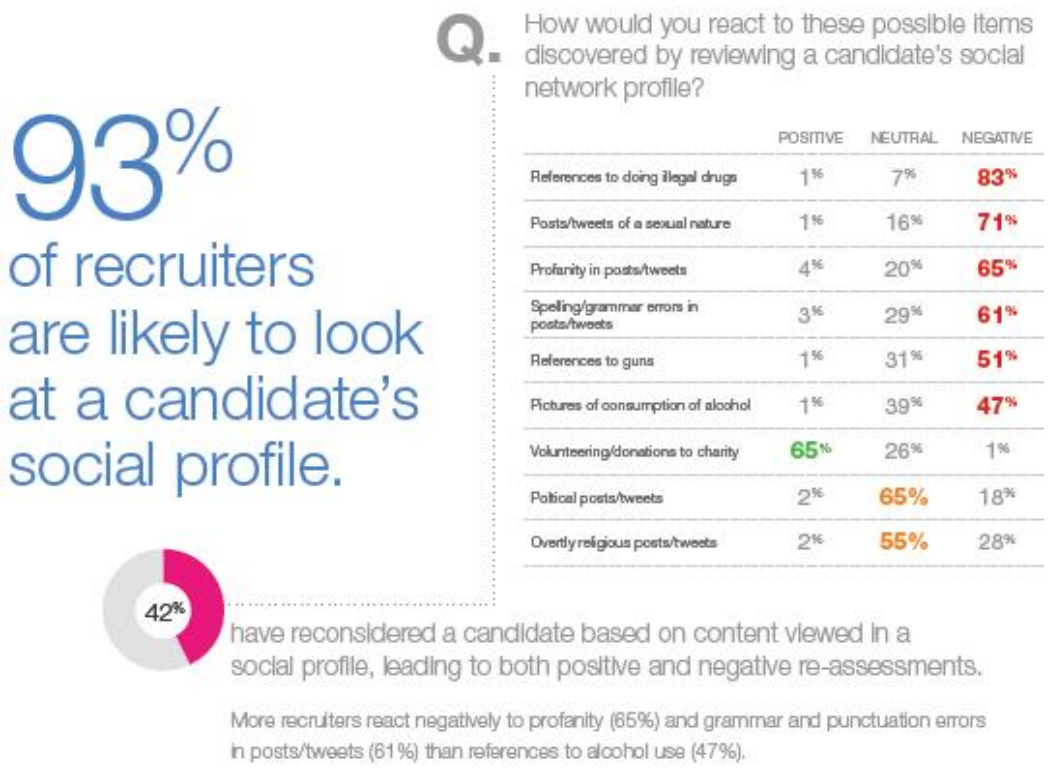
About.me is a free site that allows you to create a one-page snapshot of your professional life. In addition to uploading a friendly photo of yourself, you can write a paragraph describing yourself, your interests, and some of your past accomplishments. You can even include some relevant work tags (such as advertising, social media, accounting, and more) so hiring managers who are searching on social media for potential candidates can find your profile faster.

About.me can act as a great landing page for them to discover you. Include About.me in the contact information on your CV, in your LinkedIn profile, and anywhere else you might be found online.

UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

General Tips.



UNIT 4 Social Media Communication

Tips & Tricks about the most important social media platforms

General Tips.

It is crucial not to "saturate the market" with an overwhelming number of different methods of personal branding.
Some people might find it more effective to make a concerted effort in only one or two strictly professional social networks, whereas others might focus their efforts on an industry-specific blog that highlights their specialties.
Take the time to get familiar with the more professional social networks such as LinkedIn before moving on to the next new technology.
With each new thing that you try, always remember your strategy – to convey your skills and values to potential employers and networking contacts.
If you can’t achieve that on a certain network, don’t feel bad about moving on to something else that works for you and makes good use of your time.

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