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Job hunting: realise the importance of social media today and maximise your chances

The coronavirus pandemic has caused more and more employers to rely on online tools for their recruitment campaigns, including social media.

However, the pandemic is not the only reason: with the ever-increasing number of people using the internet and social networks, it would be foolish for recruiters and candidates alike not to see this as a big opportunity.

Now let's start and use statistics to demonstrate how important social networks are in recruitment campaigns and why job hunters should use them wisely.

Social media's central role for both recruiters and job hunters: key figures

The ever-increasing number of users and time spent on social media makes them crucial for recruitment and job hunting

The Digital 2021 report for the United Kingdom states that between January 2021 and January 2022, there is an increase of 13.3% in the number of active social media users, to a total of over 490 million users worldwide today (slide 8, Kepios Pte. Ltd., We Are Social Ltd. and Hootsuite Inc., 2021)

In January 2021, the estimated time spent by users aged between 16 and 64 years old on social networks amounts to 1 hour 49 per day (Kepios Pte. Ltd., We Are Social Ltd. and Hootsuite Inc., 2021).

These figures mean that the internet, and especially social media, is fast emerging as a way for both recruiters to reach their target audience, and for job seekers to keep track of a large number of opportunities either around them or all over the world (depending on their settings and the platforms they use).

Luckily, there are plenty of tips on how to make the most of recruiters' growing interest in social media! Read on to find out about them.

Though not strictly necessary, being active on social media is highly recommended when job hunting!

LiveCareer, a career platform for job seekers, published a study on March 2021. On the one hand, this study demonstrates that recruiters do not consider it mandatory to be visible on social media: 90% of the surveyed recruiters answered "yes" to the question "would you invite for an interview a person you can't find online?" (Weronika Cekala, 2021, *Risks and Rewards of Social Media Recruiting: a 2021 Study, paragraph 2)*. Yet, on the other hand, 80% of the surveyed recruiters admit they screen candidates on social media before they

hire them and more than 75% of them use social media to search for job candidates (Weronika Cekala, 2021, *Risks and Rewards of Social Media Recruiting: a 2021 Study, paragraph 2*).

Mastering social networks is all the more strategic for students and recent graduates

Just about to enter the job market? You may very well be among the most affected by job hunting on social media. Let's consider together *The Graduate Market in 2021*, an annual review produced by **High Fliers Research**, an independent market research company which specialises in student and graduate research.

This review includes table 4.5 entitled *"Analysis of Employers' Graduate Recruitment Promotions in 2020-2021"* in which we can read that 91% of employers used social media for recruitment promotions during their 2020-2021 recruitment campaign. These employers concluded that using social networks for their campaigns was "very successful" for 38% and "quite successful" for 49%, which means the overall satisfaction rate amounts to 87% (High Fliers Research, 2021, *The Graduate Market in 2021 Annual review of graduate vacancies & starting salaries at the UK's leading employers*).

Don't you think that, in the future, given such good results, recruiters will automatically turn to social networks to find the best candidates?

That is precisely why we are sharing our best tips on how to stand out from the thousands of other job hunters on social media!

Job hunting on social media: our tips to succeed

Let's get down to business now: our goal here is to help you develop a positive and professional profile on social media. This will definitely increase your job prospects, while neglecting this aspect may well disadvantage you compared to other candidates.

Tip n°1: Check who you are online and delete questionable content

Like it or not, recruiters and hiring managers review your social media profiles. If they happen to find inappropriate pictures (of you drinking or using drugs)**,** rude, discriminatory comments, or even extreme political views, they might turn you down as a job candidate.

To illustrate this point, the Livecareer's study gives figures: "66% of recruiters and hiring managers [consider that] comments related to race, gender, or religion are the worst red flags". The same way: "51% said that bad-mouthing or sharing confidential information about previous employers or fellow employees is problematic" (Weronika Cekala, 2021, *Risks and Rewards of Social Media Recruiting: a 2021 Study, paragraph 4*)

So be careful what you do online. You should delete anything that could potentially sink your job hopes.

Tip n°2: Choose the best platforms for you

You could enrol and get active on all social media at once, but keep in mind that you will have to update them and be consistent. It requires time and investment. You had better be strategic and choose the most relevant ones according to your final goal.

Think about what social media recruiters, hiring managers and your industry peers use. In general, a LinkedIn account is very useful in getting you noticed for a new role. Then, for example, an Instagram, Youtube or Vimeo account (popular among content creators) might be a good bet if you are aiming for artistic jobs.

Tip n°3: Share your work on social media (CV and portfolio)

Your CV should be up-to-date and clearly visible on all your social media pages. You can put a link in your bio, or post it and pin it on the front page.

More than a CV, you should show your best work and creations to potential employers and impress them with your skills. A few possible approaches: use Instagram as your own art gallery, create a portfolio website, present your work in a pdf format or give access to a Google Drive gathering your creations.

Tip n°4: Be creative and stand out online

Picking out a few different tools and using them well can really make you stand out. For example, you could try making animated posts using **Canva**.

As around 90% of resumes come in the same old format, you could also try to make a video resume using YouTube, Vimeo or Vine. Videos are the fastest-growing type of content online, so it can help you set yourself apart from competitors, show your accomplishments, and prove you are comfortable using technology.

Tip n°5: Use keywords and hashtags – build your personal SEO

Interesting to know: employers type certain keywords while looking out for candidates. The chances of being spotted are much higher if your personal SEO matches this keyword search. That means you should try to attach keywords to your name in the digital space. These keywords should give information about your expertise, skills, important past employers and more.

LinkedIn launched a new monthly notification that shares relevant trending skills. It helps job seekers know what new skills they should acquire and add to their profiles in order to stay in the competitive job search.

You can also use both general hashtags like #readytowork or #HireMe and tailored hashtags to your chosen industry, like #engineeringjobs or #mediacareers.

So, start by finding out the most used terms associated with the role you are looking for. Once you identified the relevant hashtags and keywords, add them to your bio on every social media and use them in all your posts (same for your online portfolio, website, CV, etc).

Tip n°6: Engage in debates and demonstrate your knowledge

Engage in debates, set Google alerts for key topics, and look for industry-relevant groups on Facebook and LinkedIn. In other words, make sure you know your stuff. It is important to put yourself as a proactive and knowledgeable person.

Post relevant articles you find interesting and keep up with the developments and challenges your industry is facing: you will impress recruiters who might visit your profile and prepare future job interviews.

Make sure all your posts and comments are articulate, well thought out, considerate of others and written in the language you intend to work in, free of spelling mistakes and in a decent style (always somewhat professional, even when dealing with light subjects).

As your posts become more interesting and relevant, you will gain more subscribers and boost your online reputation. Then who would not want to hire you?

All in all, social media can be used for the best and truly help you get your dream job

Social media saves time for both recruiters and job hunters. It allows recruiters to check if the candidate matches the company's needs, but more importantly, candidates can now also check if the company matches their values and expectations.

Social media gives you control over your image and allows you to target the right companies or candidates. This is a real opportunity for anyone who is able to take advantage of it and master the codes.

Here we come to the end of this paper. Thus, you should now master today and tomorrow's techniques to catch recruiters' eyes on social media. No doubt, you will all soon get your target job. Best of luck to you all - be strategic!

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