

# ***JOB SEEKING SKILLS***

**Step 1:  
Get prepared**



## **5: Social media platforms**

# Social media platforms



Social media channels, such as Facebook, X, Instagram and LinkedIn, are playing an increasingly important role in recruitment and selection.

This is especially the case for large national and multinational companies.

Before you get started on job seeking using social media, read the following useful information.

## Tips for using social media

- Social media channels, like **Facebook**, **Instagram** and **LinkedIn**, are a great way to let your personal contacts, including friends and family, know that you're looking for work.
- You can look for information on companies or organisations you'd like to work for.
- Most big companies use social media to advertise vacancies and recruitment campaigns. These include **Scottish Power**, **RBS Jobs**, **Police Scotland**, **Network Rail**, **Barclays**, **Aviva** and **BAE**. Liking or following those you'd like to work for is a good idea.
- You'll also find job vacancies and careers information posted by a wide range of organisations, including online events, videos and case studies.
- You can follow or like recruitment agencies and job websites.
- You can join career interest groups and connect with people with similar interests.
- You can use '**Jobs**', '**Careers**' and '**Apprenticeship**' as keywords to search for vacancies and information.



## Things to consider

- **Information overload** – it's best to focus on specific employers and opportunities you're interested in.
- **It takes time and effort to build up a profile** you can use for job search purposes.
- **Employers often check out job applicants' social media profiles** as part of the selection process. So, you need to make sure that what they see won't damage your chances of getting that job.
- **Employers have sacked workers for criticising or insulting them**, their customers or other work colleagues, on social media sites.



The whole point of social media profiles and networks is to share information and make contacts. And that's exactly why you need to be careful about how you use them, what you share, and who you share it with.

Here are a few pointers to help you out.

- You might not have looked at your 'public' profile – what anyone using the social network can see about you online – but you should.
- Check out your privacy settings and make sure that the information about you that's available publicly is as much under your control as possible.
- Make sure your profile picture, if you add one, is appropriate for employers to see.
- Avoid bad language, inappropriate photographs and posting any opinions that might make a bad impression on potential employers, or workmates.
- If you've worked before or are in a job already, think twice about making comments about your employer, boss or other workers online.
- Remember that what you post on social media stays there; think before you post.

# Which social media networks will work best for you?



## Facebook

**Mainly used by people as an extension of their social life, so your profile may not be something you want employers, or work colleagues, to see.**

If you want to protect your privacy from the public, keep your public profile or timeline on Facebook as basic as possible – you can manage many settings, including who can see your friends and who you follow.



**Check your privacy settings to see what other people can see about you on your profile.**

Keep your friends or contacts in groups if possible to make sure only they see what you want them to.

Preview how your Facebook page looks to others online (you can do this from your Profile page and selecting **'View as'**).

**You could use Facebook to look for the official page of any big companies you'd like to work for.**

For example, if you look for 'Network Rail Advanced Apprenticeship Scheme' you'll find information on their UK-wide apprenticeship programme, and 'RBS Jobs' will bring up their latest recruitment news. Try using 'jobs' or 'careers' after the company name.

### What does your Facebook profile say about you?

Networking is a two-way activity. You can look for information on potential employers and develop contacts with people who have common career interests. But, they can also look for information on you!

Many employers check out job applicants' social media profiles as part of the selection process. How do you feel about this?





X lets members post short real-time messages or news items on just about any topic. It's massive, and finding relevant opportunities isn't always easy.

You could search for opportunities and information by:

- using general hashtags (keyword searches) such as [#jobsscotland](#), [#jobsearchscotland](#) and [#apprenticeshipsscotland](#) to find vacancies
- using more specific hashtags like [#apprenticeplumber](#) or [#jobsglasgow](#)
- following your local Jobcentre Plus office, try searching for [#jobcentreplus](#)
- looking at company websites to find their social media links – for example, [#scottishpower](#), [#scottishwater](#), [#premierinn](#) or [#BTApprenticeships](#)
- connecting with trade, industry or professional organisations – like the Association of Accounting Technicians (AAT) at [@yourAAT](#).

Like all social media sites X is about connecting with others so you need to be ready to create an account and spend time developing it. Your posts could be about the type of career or industry you're trying to get into, and any related interests you have.

**Keep things 'professional' so that there is nothing that an employer would see as negative.**



And, as always, protect your privacy. You can choose to limit who has access to your posts. If you don't, they can be seen by all X users and anyone can retweet them.



## LinkedIn

**A business-related social network that's popular with employers, graduates and business professionals. In general, it's not so great for school or college leavers looking for their first job.**

You can search for jobs posted on LinkedIn using the 'Jobs' menu option. Try searching for 'apprentice' or 'trainee' although most trainee jobs are for graduate trainees.



## YouTube

**Large national companies and organisations use YouTube to promote their activities - and job and training opportunities.**

This gives you access to lots of really good career videos, which are great for doing general career research or finding out about different jobs and companies before you go for interviews.

**Here are just a few examples, which should give you a better idea of the kinds of things to look for and some of the keywords you can use in your searches.**

- Some local authorities post videos of their employees talking about their jobs - try searching for **your local authority + employees**
- Apprenticeships Scot (Scottish Modern Apprenticeships (MA))
- The Careersbox video lounge - [www.careersbox.co.uk](http://www.careersbox.co.uk)
- SDS My World of Work Career Stories videos - covering careers from healthcare and performing arts to engineering
- Large companies' and organisations' employee or careers videos, for example:
  - BAE Systems
  - Barclays
  - Arnold Clark
  - Scottish Water.



## Instagram

**Used correctly, Instagram can be very effective when it comes to job hunting. Most large companies now have Instagram accounts which you can find by looking on their website, or searching on Instagram.** These accounts list news, information on the company, and more importantly any recruitment drives or job openings they may have coming up.

Start to build your Instagram network by following companies you are interested in. Post consistently and use hashtags raise your own profile. Make sure your posts are in line with your career goals. Use hashtags in your posts to build a picture of your skills and background. For example **#UX design #UX designer jobs #UX design portfolio #UXdesignjobsearch.**

Make sure you keep your Instagram professional and keep it separate from your account showing off your latest outfit of the day. Remember the aim of this account is to get employers to look at it.



## Activity 1: Find out more

Now complete [Activity 1 worksheet](#) on Using social media to look for work.



### Happy Viewing!

**Finally, it's important to remember that using social media is just one of many ways to look for work or career information. It may not be for you! It's your choice.**

If you're looking for work with a specific company or organisation, try looking for their business profile or the profiles of people working for them.

Now you know more about the role of social media and completed Step 1, you can move on to Step 2 and

[6: Writing your CV](#)

Or [click here](#) to return to the main screen.