

PROFESSIONAL SOCIAL MEDIA

Social media is an effective tool for job searching, increasingly used for professional development and personal branding. Understanding the main platforms and their benefits and pitfalls is important to optimise your aims.

Promote, Connect and Learn

Use social media to drive your personal brand by engaging thoughtfully with your peers and by creating online portfolios of your work.

Sites, such as LinkedIn, showcase your skills and experience more thoroughly than a resume can; by linking to visual media that you have produced, i.e. videos, documents and presentations.

It also sends information directly to you tailored according to your selections and provides daily professional development opportunities.

Sharing and commenting on posts presents online networking opportunities as your contacts' respond.

Popular Platforms

- **LinkedIn:** Main professional social media site; profiles rate highly in general search engines, ensuring your professional image is visible. **See our information sheets for more detail.**
- **Facebook:** Most widely used; follow employers to understand their products and work culture; see job openings and other opportunities.
- **Twitter:** Great for following specific topics; concise format; used by academics to discuss their work, amongst others.
- **YouTube:** Videos of all kinds – creative work, presentations, how-to talks; follow company channels and thought leaders e.g. TED talks.
- **Instagram:** Particularly good for creative industries to showcase work.
- **WordPress:** Create a free website to share your thoughts and work in longer form. Blogging is mainstream across many industries and a good tool to broaden your work dialogue.



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Social Media and the Law

Did you know that you can be fired for making offensive comments on social media, even if it is in your own time, on your own device and from a personal account?

The Fair Work Ombudsman has upheld several dismissals where employees were found to be bringing their employer's name into disrepute, threatening staff, or damaging their brand in some way. This is not specific to social media - employers can dismiss employees for this in general and social media is an extension of the public domain. Think twice before engaging in behaviour that could be deemed to bully, threaten, marginalise or deliberately offend, and under no circumstances should you criticise your workplace or colleagues online.

Protect Your Image

Does your Facebook and Instagram profile project an image that could be detrimental to your job prospects? Google yourself and see what comes up!

Consider the following

- Keep privacy settings high – 'Friends Only' is safest, and ensure you check these each time you post.
- Don't use questionable profile pics.
- Use Timeline Review functions to control what you are tagged in, and delete anything you're not comfortable with.
- Are Friends tagging you in inappropriate posts? Discuss your concerns with them or unfriend if you still have doubts.

For more information:

Fair Work Infoline

13 13 94

www.fairwork.gov.au

