

# USING SOCIAL MEDIA IN YOUR JOB SEARCH



Social media is an effective tool for job searching and building your online personal brand. It's also a great way to research organisations and learn about the company culture and what matters to them.

## 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.

By tailoring your LinkedIn preferences, you control your newsfeed and get relevant jobs and professional development courses emailed to you.

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

## Popular Platforms

- **LinkedIn:** Has over 900 million users, and more than 58 million companies use LinkedIn to post job opportunities. Profiles rate highly in general search engines, ensuring your professional image is visible. **See [LinkedIn tip sheet](#) for more tips on developing your profile.**
- **Facebook:** Follow employers to understand their products and work culture; see job openings and other opportunities.
- **“X” (previously 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.

## 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.

**Tip:** for more ideas, check the [Employability Edge](#) module: **Develop Your Professional Identity**