# SOCIAL MEDIA
## AND YOUR CAREER

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USING SOCIAL MEDIA TO HELP YOU FIND A GOOD CAREER/ JOB

**Connect to people in your industry, but also link up with people who are experts in areas in which you also have skills.**

# SOCIAL MEDIA AND YOUR CAREER

In the modern world of work, social media play an important role in helping people to find the career they want and to promote their career, if they already have one. Most companies nowadays use modern recruiting methods, such as listing their job opportunities on social media. You will thus have access to a host of job opportunities, which you might not find in another way, the so-called "hidden labour market."

It is also a well-known fact that most job opportunities are filled through networking with people and is social media not the perfect medium to do this? What is more, you can job-hunt at your own time. Every serious work-seeker should thus use social media for job-hunting.

**There are basically three strategies for finding jobs on social media, which are:**
• Actively searching existing job sites for opportunities and applying

• Posting your CV on a jobsite and waiting for employers to find you

• Using social networking tools for job-hunting.

It is necessary to employ all three strategies to have the most effective job-hunting strategy on social media.

## SEARCHING JOB-SITES

There is a plethora of job-searching websites of which those mentioned below, are only but few. Many of them allow you to also post your CV for job-matching. Post your CV and search the sites actively to maximise your chances. However, make sure that you post your CV on job-searching websites that you can trust.

• Emloyment Services system of South Africa (ESSA): The job-search website of the Department of Employment and Labour which allows you to type in your personal details and obtain a match to available opportunities

• To register yourself on ESSA online, you will need to have an e-mail address. If you do not have an e-mail address, you can get one for free from online services for example webmail or yahoo or gmail

• Go to *www.labour.gov.za*

• Go to online services and click on "Employment Services of South Africa (ESSA)" hyperlink

• Then you will be directed to the ESSA online page

• On the ESSA page click on "Register Individual" hyperlink

• Accept the terms and conditions and click submit button

• Click next

• Fill in your ID number, surname and email address in the text boxes provided

• A new systems-generated password will be sent to your email address. The systems-generated password will include special characters such as @#$^%:*

• Enter your own ID number at username and your systems-generated password to login.

## NYDA

- National Youth Development Agency JOBS Programme: This is a job-matching system especially for youth between 18 and 35 years of age. Go to *www.nyda.gov.za* and create a registration login via the self-service portal link on the home page. You can also fax your resume to 086 773 7421 or e-mail it to jobsservicenyda.gov.za. You can also call NYDA on 080 052 5252 to obtain help with registration as a work-seeker

- LinkedIn is by far the biggest and most important website that employers use to recruit people. It is also a website used by mostly professional people. Create a profile by completing the outlined areas for employment (current and past), education, industry and websites. You can also add information on certification for a professional career, publications you have contributed to, patents, courses you completed and awards.

  Ensure that the profile photo you upload to LinkedIn presents a professional image of you. Choose a photo where you wear formal clothes, are smiling friendly and where your face takes up the biggest space (crop the photo). At Keywords and Skills you need to include all the skills that you have. Build your network-LinkedIn can be used by both work-seekers and employed people, to either find a job or network to find helpful information for their career. The most important strategy is to connect to other people, to expand your network.

  Connect to people in your industry, but also link up with people who are experts in areas in which you also have skills. Share worthwhile links or comment on other people's posts. You need to obtain endorsements for your skills. Ask people you know very well, to endorse your skills by ticking the skill, or endorse other people's skills first. It is almost certain they will endorse you back.

  In the Recommendation section, people can write a personal recommendation on their opinion about you-this is a personalised view of you and not merely a tick. Use an application such as htpp://recmnd. me, which summarises your skills and number of recommendations. You can also use the Jobs section of LinkedIn to search for jobs by job title, location, keyword and company name.

- *www.gumtree.co.za*: Offering many job listings, but you can also post your job requirement
- *www.indeed.co.za*: Search thousands of jobs from different recruiters and job boards and make them available for you

- *www.simplyhired.com*: Helps work-seekers find job opportunities. It is also linked to Plaxo, which helps you post your resume

- *http://m.monster.com*: Provides job opportunities and job preparation advice

- *www.pnet.co.za*: Allows you to search a wide variety of jobs and post your resume

- *www.careerjunction.co.za*: Allows you to search a wide variety of jobs

- *www.careers24.com*: Allows you to search a wide variety of jobs

- *www.ioljobs.com*. Allows you to search a wide variety of jobs

- *www.careerjet.co.za*: Allows you to search a wide variety of jobs

- *www.jobmail.co.za*: Allows you to upload your resume for job-matching.


- You can ask a Career Counsellor at your nearest Labour Centre to assist you with a list of many other electronic job-search sites. Or find more information on available jobs on the internet-go to *www.google.com*, or *www.yahoo.com*, for example, and type in "jobsearch" into the search engine, or the job type you want, such as "electrician job South Africa." You can also find much information on the internet on compiling an online CV, interviewing tips, etc.

## POSTING YOUR CV

You could post your CV on the internet, or create a number of CV's adapted for different jobs, so that you have them ready for applying, or for employers to find you. Many recruiters do not place adverts for job opportunities and merely headhunt people with the skills the company need. Crafting your CV for posting on a website can be tricky, since you have less space than when you do a paper-based one. The crux will be to emphasize your best skills and sell yourself in a unique way.

One of many sites for hosting your CV is *www.hubpages.com*.

**Format your paper-based CV to an online CV in the following way:**
• Use headings

• Shorten written blocks of text

• Use bullet points

• Use bold typing and italics

• Use a modern font

• Put the most recent and important information on the top

• Create hyperlinks to important documents such as your Portfolio or LinkedIn account

• Play with open space-it makes the format easier to read.

• Include relevant graphics.


The following application is a free tool that can help you come up with a professional online CV: http://cvmkr.com. You can present a more visually attractive CV by uploading links to a video or a slideshow in which you sell yourself to employers. You can also use an application like *www.careerflair.com* to present your CV graphically and add embedded content.

*www.doyoubuzz.com* allows you to set up a free online CV, which allows more layout and colour options. *www.innovatecv.com* allows you to add videos and photographs.

Pinterest allows you to present your CV in a very visual and creative way and gives you the edge over other work-seekers. Make sure your CV is attractive, neatly laid out with headings and sub-headings and error-free and Pin your CV on Pinterest. You can also present parts of your CV as a CV Pinboard. You can for example pin pictures of companies you worked for and use the text box to add information. You can link your Pinboard to your other social media sites.

## USING SOCIAL NETWORKING SITES

The majority of people today use social media, such as Facebook, Whatsapp, BBM, WeChat and twitter to communicate with friends and family. Many people find jobs through people they know. Share the type of job you are looking for with your connections on social media and see if your contacts have any helpful ideas. You can also ask for introductions to contacts. Make a list of the people you know in the following categories:
• Friends

• Family

• Acquaintances

• Connections/work-related connections.

You can now work out how you will connect with each of these categories to find work.

Although most social networking sites have been developed for social networking initially, the owners added tools for job search.

## FACEBOOK

Facebook was initially developed as a communication tool for students. Whereas LinkedIn is the most important professional networking site, Facebook has become the most important social networking tool by far. It was not long before employers saw the value of the site for making hiring decisions. Make sure your Facebook profile is suitable for recruitment.

Keep your profile photo similar to your LinkedIn photo. Under "Update Info" you can go to About me and complete the information with finding a job in mind. In the "Work and Education" section you need to be consistent with information on LinkedIn. You can also add hobbies, interests and sports, which will say more about you personally.

Many recruiters check Facebook before they appoint. Always remember, you can control what you say about yourself, but not necessarily what others say about you. Set your privacy settings to "Public" for "work and education", "About me" and "Contact information." The other parts you need to put on "friends". You can put your settings on "Limit Past posts" to restrict people from viewing what people have written to you. You can also delete any posts you do not want others to see, by clicking on the "X" on the top right hand corner. One of the best applications on Facebook, is Branchout. (http://branchout.com). It allows you to find connections to companies through friends-of-friends.

## TWITTER

Twitter is a real-time application, meaning you can post anything at any time and people will immediately have access. It allows you 140 characters to send out short messages. This means that you can find a job posting the minute it is posted, which gives you an advantage over other people not using social media. Recruiters usually place job postings under a hashtag, such as #job, #career, or #hiring, followed with the job name and a link to the website to apply. When you set up your profile, you need to go to www.twitter.com and click on "sign up".

Use your real name in the Twitter profile, but also create a username for Twitter, that uses your real name to maximize exposure. Keep your profile photo professional and consistent to the LinkedIn and Facebook account. Twitter also allows you to write a short "bio". Use this to state what you do for a job creatively. Then start tweeting about your work, ask questions, provide solutions, ask for help regarding job-searching, etc. Check twitter for content on work issues such as #jobhunt, #employment, #laidoff, #careeradvice, etc.

## BLOG

Other people's blogs can provide you with advice on job-hunting. Search for job-search blogs on Google or Yahoo and see what tips you can find.

Many professional people also use a blog to share their own insights and knowledge with readers. Use the subject matter that you are highly skilled in or have expertise. When employers see that you have your own blog and share worthwhile information, they will be more willing to make you an employment offer. Obtain a website that will host your blog free of charge. Examples are www.simplesite.com, https://wordpress.com and www.hubpages.com.

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👤 18

❤ 25

" Manage your personal
brand by posting unique
and creative content "

# DEVELOP YOUR OWN SOCIAL MEDIA STRATEGY

People can become engrossed in the internet and forget other options of job-hunting. Plan your social media strategy so that it allows you sufficient coverage on a wide range of internet activities as well as job-hunting using other media, such as newspapers, etc. Below is an example that you can use to plan your social media strategy:

| ACTIVITY | DURATION/TIME |
|---|---|
| Develop my online CV | One week |
| Adjust my CV for a number of job opportunities | One day |
| Post my CVs on a website | Two days |
| Registering on ESSA/JOBS database | One day |
| Checking for job matches on ESSA/JOBS | Daily |
| Registering on other job-search websites | Continuous |
| Researching job opportunities on job search sites and reading up on companies | Up to five hours a week |
| Updating Facebook profile | Three hours a day |
| Connecting with friends/family and acquaintances | Two hours per week |
| Setting up LinkedIn profile | Three hours |
| Checking newspapers for advertisements | Two hours daily |

## SOME GENERAL TIPS

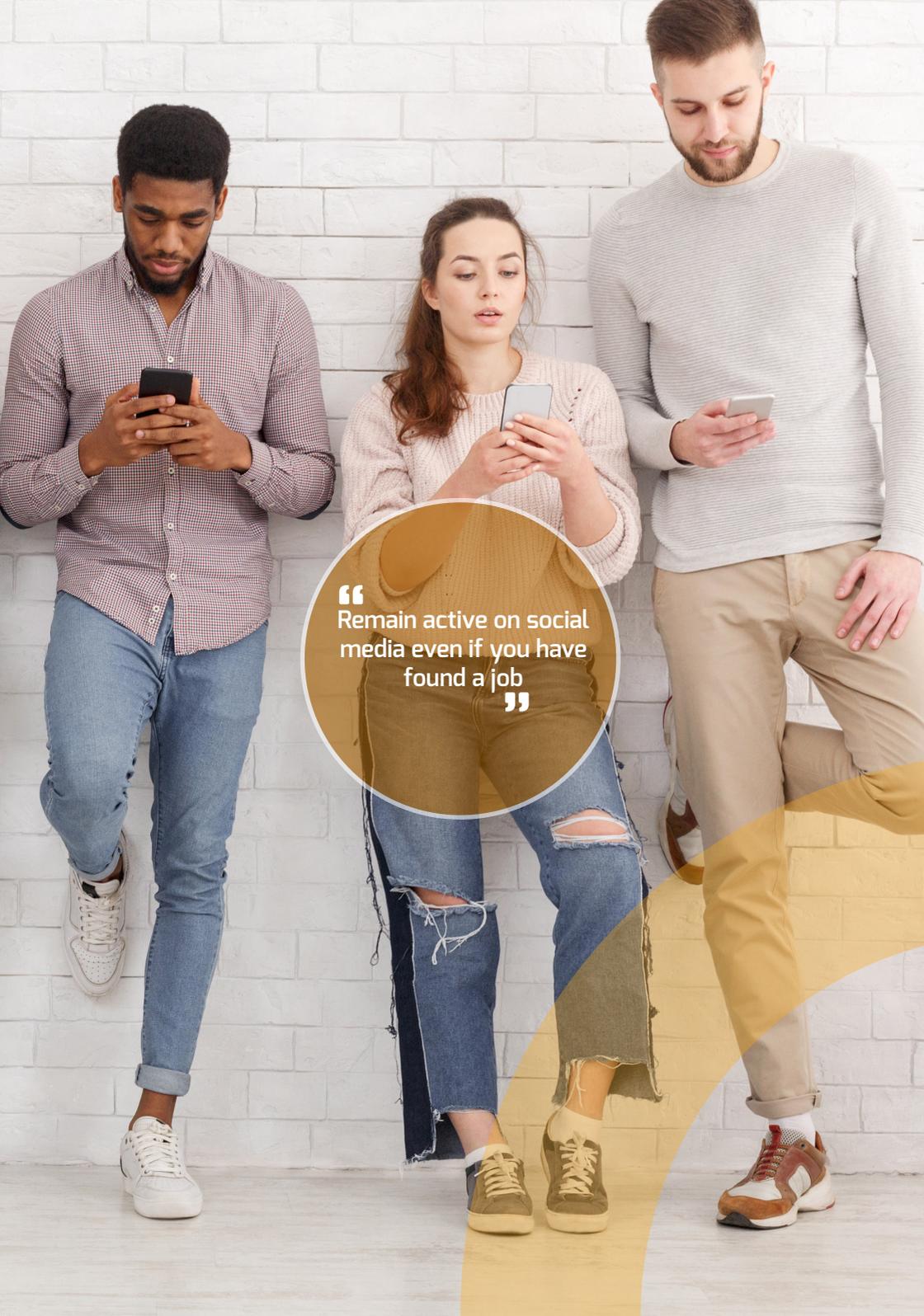The following are some tips for using social media in job-searching:

- Be proactive, not only reactive

- Check for skills lists on Google to build your resume

- Be consistent with your profile photo

- Be consistent with information on work experience and education

- Manage your personal brand by posting unique and creative content and presenting yourself attractively. Your personal brand is the way you talk, act and present yourself on social media

- Delete any inappropriate comments that can harm your personal brand

- Monitor your social media continuously for inappropriate comments

- Google your name to see where you feature and whether there is any harmful content

- Remain active on social media even if you have found a job, because this not only helps your career, but can help with future job opportunities

- The site https://about.me is a free site that allows you to place links to all your accounts such as Facebook, Twitter and LinkedIn. It allows you to create a creative background image and write a short introduction. The aim is to make it easier for people to find you

- Write thank you notes to companies who interviewed you and people who recommend you, or introduce you-connections are what get you ahead

- Create an e-mail account that you use for job-search purposes only

- Only provide your e-mail address and cellphone number as contact details-do not provide home address or landline

- Do not provide your ID number or passport number or drivers licence number

- Never make any personal information such as your bank account number available

- Be careful of jobs offered without interviews

- Check the company on their website to see if it is legitimate

- Google the company's name with "scam" next to it

- Be careful of jobs for which the salary is too high in comparison with responsibility required

- Companies in South Africa may not ask you for payment for placement, training, or a credit check or any other employment service in terms of the Employment Services Act, No 4 of 2014.

## RESOURCES

Desta, Yohana: How to Hunt for a Job Using Social Media. www.mashable.com

Doyle, Alison: How to avoid Internet Scams. www.jobsearch.about.me

Waldman, Joshua: Job searching with Social Media for Dummies. Hoboken, New Jersey. John Wiley and Son, 2013.

**Remain active on social media even if you have found a job**

# CONTACT DETAILS

## Labour Head Office:

Telephone Number(s): (012) 309 4000

### Provincial Offices:

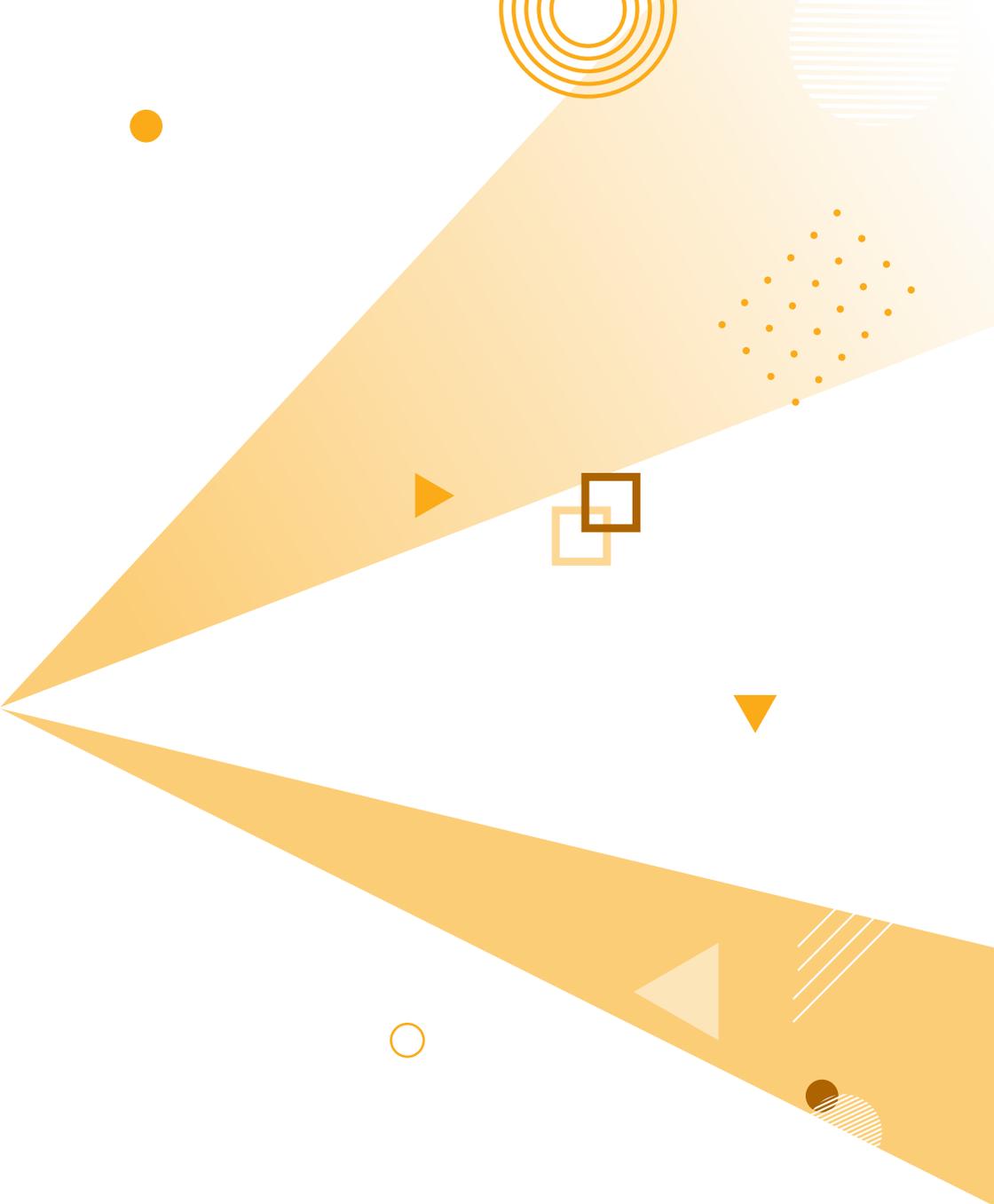| | |
|---|---|
| **Eastern Cape Provincial Office** | Telephone Numbers: (043) 701 3128 |
| **Free State Provincial Office** | Telephone Numbers: (051) 505 6200 |
| **Gauteng Provincial Office** | Telephone Numbers: (011) 853 0300 |
| **KwaZulu-Natal Provincial Office** | Telephone Numbers: (031) 366 2000 |
| **Limpopo Provincial Office** | Telephone Numbers: (015) 290 1744 |
| **Mpumalanga Provincial Office** | Telephone Numbers: (013) 655 8700 |
| **North West Provincial Office** | Telephone Numbers: (018) 387 8100 |
| **Northern Cape Provincial Office** | Telephone Numbers: (053) 838 1500 |
| **Western Cape Provincial Office** | Telephone Numbers: (021) 441 8000 |

**CONTACT DETAILS: LABOUR CENTRES
(SCAN THE CODE WITH YOUR PHONE)**

**www.labour.gov.za**