

Using social media to help with your job search

Recruitment has changed dramatically over the past few years and establishing and maintaining relationships across social media is key when job hunting. LinkedIn recently posted a statistic quoting that as many as 80% of roles are now recruited through networking and social media plays a key role within this, with 87% of recruiters using LinkedIn and 55% of recruiters also using Facebook.

Having an up to date online profile is therefore hugely important in today's marketplace. Using social mediums such as Twitter to start conversations with individuals and companies on any industry related topics or posting interesting articles on LinkedIn are effective ways of drawing positive attention and increasing your profile.

I had a great example recently of the power of social networking with a coachee I am working with who had reached the point of being ready to return to work. Having been out of employment for some time during combined parental leave and recovery from breast cancer, she posted a question to her network asking if there had been any changes in her industry in the past few years.

She was flooded with responses of people very keen to help, ranging from recommendations of industry networking groups, connection to recruitment agencies, suggestions of companies and individuals to contact who were actively recruiting. Following up on these leads led to further conversations and recommendations and she has gone from feeling apprehensive about putting herself out into the job market to now feeling positive and optimistic that a new opportunity is within her reach and she already has an interview booked in the diary!

We are in the process of developing more information and tools to put on our website to support people in this area, so watch this space.