

8 Tips Cont.

- **Develop a personal brand:** You should develop a consistent professional image across all your social platforms. You want people to know who you are, what you do and your long term career goals.
- **Don't use it for professional Communication:** Although it is okay to promote your skills using social media, it should not be used in badgering companies you are applying to or following up recruiters after an interview on twitter.
- **Send personalized Messages to anyone you don't know:** For platforms like LinkedIn and Skype, it is not ideal to send generic messages to people that you intend to connect with. It is an ideal situation for people that you are familiar with. In any other case, send out a short personalized message to tell the person who you are.
- **Start a blog and get your ideas out there:** You can start a blog using wordpress or blogspot to share your ideas, skills and establish yourself as an expert in your field.

Different Mediums for Different Means

.Facebook? Network with friends, subscribe to pages/groups (by liking and joining), share long notes and posts getting your voice heard, create a page for your business etc.

Twitter? Follow people and organizations you would like to work for. Twitter gets you heard by those whom you wouldn't normally have access to. Tweet at them. Make them know you! Make your Twitter bio a job pitch! Create your online CV (use Visual CV or Wix) and lead people there...

Instagram? Advertise your craft! Let this be an album testimony of your skill....

LinkedIn? Connect to those in the same profession as you, follow companies you would like to work for and receive updates, research your recruiters ahead of interviewers through their LinkedIn pages

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How can Social Media boost your Job Search?

**Empowering girls,
changing lives!**

Tapping the power of Social Media

Most job seekers know about cover letters, interviews, CVs and other job searching techniques, but many might not be familiar with the newest technique for job search: Social media.

The average Cameroonian youth uses social media to chat, share pleasantries and gossip. But do you know that social media and networking sites can be used for careers research, job seeking, marketing yourself to future employers as well as sorting out your life?

Social media has become a 'fast and cheap background check' that employers use before inviting an applicant for a job interview. If employers search social media to verify the facts on resumes, check out knowledge and attitudes expressed publicly and evaluate communication skills, then you must ensure at all times that public information about you on social media reflects your personality, expertise and skills needed in your desired field of employment.

A research study by the University of Kent (2013) revealed that 'Major companies look at their applicants Facebook and Twitter accounts'. A particular incident, a prospective employee was rejected after he made disparaging comments online after the interview

In your use of social media, employers can have an idea of :

- Your work history and education
- Your industry knowledge
- Your use of alcohol and illegal substances
- Your use of profanity and reaction to constructive criticism and how you use your work time.

Interact wisely on social media!

8 Tips on Exploiting Social Media for Your Job Hunt

Whether on Facebook, Twitter or LinkedIn, here are some simple tips to enhance your employability.

- **Choose your platforms:** The first thing you need to do is find out which social media platforms do you want to use such as Facebook, twitter, LinkedIn, Instagram, YouTube, Pinterest, blogs etc.
- **Use your real name:** As young people, it is tempting to use a nickname but this less professional and makes it much more difficult for people to locate you on social media.
- **Get everything squeaky clean:** Your public profile must be clean. This doesn't just include profanities and party pictures but also post that are considered politically or religiously divisive or offensive.

- **Connect with like-minded people and job search sites:** Use your profiles to connect with people that are already established in your field and join groups that shares information that is related to your field. This will help to keep you updated and help you locate jobs easily.

Social media is great, but not all the web has to offer when it comes to branding, academic and professional development.

Explore blogs and subscribe to those which are updated regularly with job, internship and fellowship opportunities

Exploit MOOC's! Massive Open Online Courses are offered for free through various mediums online, *Cousera* for instance offers a wide variety of courses you can take to develop skills for free!

Youtube offers a variety of video lectures you can use to understand what the teacher failed to make clear in class...

