



Brand You.

How to enhance your personal branding & use your social media to help you stand out from the crowd.

70%

of employers are now **using social media to research candidates during the hiring process**, with 57% finding content that caused them not to hire candidates.

*Career Builder, 9 August 2018**

More and more employers are now using social networking and search engine sites to screen candidates before offering them a job, or before they even offer an interview. Read our guide on how to make your social media work for you professionally.

Social media: Why it's important for your professional career

Since the birth of social media and social networking sites in the mid-2000's, it has never been easier to be found online. We share almost everything about ourselves through platforms such as LinkedIn, Instagram, Facebook, and Twitter, but **have we stopped to think about how the way we come across online might affect our next career move?**

Whether we like it or not, potential (and even current) employers and recruiters are looking at our social media accounts, and are gaining first impressions about us based on what we post online. So whether you're planning your next promotion, or hoping to finally land your dream job, **it's important to know if your social media is holding you back**, and what you can do to make sure your internet presence works in your professional favour.

Office Angels has put together a guide on how to make your social media work for you, from digital audits and cleaning up your accounts, to the ways in which you can **use your social media to enhance your career and make you stand out from the crowd to any potential employer.**

* <http://press.careerbuilder.com/2018-08-09>

How to do a “digital audit”

Before you start doing anything to your social media accounts, **you need to make sure that you are happy with what people can see about you online.** You don't want anything out there that might hinder your career prospects, whether now or in the future, and the first step in doing this is to **undertake a “digital audit”.** You might be thinking that this sounds incredibly complicated, but it's actually **easier than you think.**

- All you need to do is **search your own name using Google's incognito mode,** which you can find by clicking the three dots that are in the top right of a Google web page (screenshot below)
- Then once you've searched, **make a note of what you're happy to see,** such as engaging blog articles and thought leading insights, and **what things that you need to change**

If your name is linked to something that you don't want to be associated with, then you can **request that Google hides or removes these by using the “Remove information from Google” instructions in their Help Centre,** but be aware that for pages or content that you don't own or control, they may still be somewhere on the internet.





Cleaning up your social media pages

We all know that on social media, everyone can have an opinion on pretty much anything and everything, but it's important that what you're posting doesn't come at the cost of being professional.

- Whether it's posts, images, or pages you've liked, retweeted or are tagged in, **be mindful of what you're being affiliated with**, and in particular, the **language that you're using**
- Stay away from anything that shows **overtly strong opinions** (in either direction) or that are about **highly controversial topics**
- Try to **avoid regularly posting anything negative**, particularly company reviews, as this could label you as a serial complainer

Old posts or tweets have a habit of coming back to haunt us (as we know from celebrities reported in newspapers!) so **delete anything that you don't like, or you think could show you in a harmful light** to potential employers, regardless of how old they are.

Think smart: how to be professional & still keep your personal life

Combining your personal and professional life within one social media account can work to your advantage – **it shows potential employers that you are a well-rounded person, with interests and hobbies outside of your work.** Although it seems the most logical option, having separate social pages can be seen as hiding who you really are, so the trick is to be smart with how you integrate these to advertise your most authentic workplace self.

- As social media evolves, there are plenty of tools you can utilise, **such as privacy settings on individual posts**, so that you can control who sees what on your profiles. For example, **on Facebook you can control the audience of your posts**, by using either Public (which can appear in search engines) or Friends (only your Facebook friends will see). Or if you've been tagged in something by someone else, you can **use the Hide from Timeline button**
- Are you an avid Instagrammer? How about taking advantage of the **Close Friends function on Instagram Stories**, where you can add specific groups of people, for posts that you only want your friends and family to see? **Click on the three lines on the top right in Instagram, and go to Settings > Story > Close Friends to add people**





Dress your social media up for the job you want

Whether you agree or not, how we look and what we say on social media is just as important as how we dress for an interview, or for our daily work.

- If you're looking to work within a corporate industry where dressing smartly is the norm, make sure that your LinkedIn profile picture shows you wearing something smart. **Dress your social media pages up in the same style as where you're hoping to work**, and it will show potential employers **what a good fit you are**
- You could even **look up the companies that you're interested in working for** on LinkedIn to check what they're posting about and liking, and **imitate the same style**. Remember though – **make sure you understand what you're posting about**, otherwise you'll be caught out in an interview!

Social media as an “online CV”

Social media can be a great way of showcasing professional achievements, as well as your personal ones, so start thinking of your socials as your online CV.

- Start by **following people with similar jobs that you’re interested in**. What are they sharing and what networks have they joined?
- Once you’ve researched them, **start getting involved in the same things**, and you’ll start to learn more about that career
- Worked on and contributed to projects that you’re proud of? If they’re not business sensitive, then start sharing these on your socials. **Showing potential employers actual examples of your work can be a great way of enhancing your written CV**, and keeps you ahead of other candidates

Keep everything up to date

There’s no point in doing all of the above if you’re not keeping your social pages up to date.

- Actively updating LinkedIn, Instagram, Twitter etc, **shows initiative** and that you are **proactive with communicating to people**, both of which are skills that employers look for when hiring
- Using social platforms demonstrates to employers **how engaged you are in your desired industry**, and can be priceless in showing that **you have a genuine interest in it**



Social media top tips from a Recruitment Expert

Lizzie Kelly is a Consultant from our Manchester office, with over 5 years' experience in recruitment, and is our Brand Ambassador for LinkedIn. We've asked her to give her top tips on improving your LinkedIn profile.

If I am looking at 100 profiles for a potential role, those with detail on will definitely be the ones I contact.

A LinkedIn profile doesn't need to be as detailed as your CV, but if you just have your job title on there, you could be selling yourself short. I'd recommend a brief overview of your role, mentioning any specific software you've used, any training you've taken part in, and detail any exciting projects you've been part of.

LinkedIn is also a great opportunity to get your personality across. You have the option to select charities you support, languages you speak, follow personalities you admire, or simply use the profile section to write about what you like to do outside of work. You never know who will have similar hobbies to you, and what that might lead to!

If you can, write your own content in the form of blogs or articles, which will stand out even more both to recruiters and potential employers. Videos and pictures generate more engagements in posts so if you've just run a 10k to raise money for charity, post about it!



Be a Social Media Pro

In summary, social media can be a great tool to enhance your career, stand out to potential employers, and achieve your professional goals, if you remember to use our helpful tips and tricks within this guide:-

- ✓ Start with a **“digital audit”** of all your social media accounts
- ✓ Clean up your social pages by **deleting anything that doesn’t show your best workplace self**
- ✓ Utilise the **privacy settings** on each social media platform, and **use tools such as Instagram Stories** if you do need to keep your personal and professional safely distanced
- ✓ **Dress your social media up** to suit the job you want
- ✓ Showcase your work by **using your social media as an “online CV”**
- ✓ Keep all of your socials as **up to date and relevant** as possible
- ✓ Remember to always be **professional, authentic and active** which will help make sure that you’re demonstrating **what a great fit you are to potential employers**

To find out more about how Office Angels can support you with your job search, or any further personal development during this time, please contact your local office, or visit our website at www.office-angels.com