

Social Media Networking

Social Media Platforms are becoming a fundamental recruitment tool as people expose more of themselves on social networking sites. It is a very efficient tool if used correctly, but it is one that needs to be managed and targeted accordingly. Companies use Social Media platforms to enhance their relationship with their clients, assess the competition, attract and find new employees, and to also track and manage their own key talent. It can be used in a variety of different ways. It is important to keep in mind that it is used as a research tool to allow people to find out more about you, so ensure that the information on the web is consistent and that it draws a clear and professional picture of you.

Here are some tips on how to effectively use social media platforms in your job search:

- Ensure that your online profile is up to date, complete and coherent. Do not only list your current and past job titles, but add your experience, your skills and your qualifications. Use a vocabulary and keywords that are traceable and coherent in your area of expertise.
- If you choose to add a summary section, include your experience, your professional goals, your passion and motivation.
- Do not lie or exaggerate your skills. The world is much smaller than you think and you must remember that everyone and anyone can potentially view and have access to your profile.
- Ensure that your profile looks professional from an esthetical viewpoint and make certain that there are no grammatical or spelling errors.
- Avoid inappropriate photos. If you upload a profile photo, make sure that it is recent and professional.
- You may not be looking for a job, but it is good to be there. Having a professional social networking profile is not saying that you are actively looking for a job but it is saying that you exist and everyone at some stage in their career will look for the next opportunity. Let people find you.

- Connect to DO Recruitment Advisors to get insight to the local job market in Luxembourg and hear about job openings instantaneously.
- If you share content make sure it is working for your advantage. Don't link your Twitter account to professional social networking platforms and if you tweet random things, be selective. Review your profile on a regular basis.
- If you are constantly sharing content, a future employer may also question your commitment to your job, and start to wonder whether you might be spending too much time on social networks.
- If you decide to use references ensure that your referee is someone upright and the reference will be in line with your career and ensure also that the reference is good, professional, constructive and positive.
- Choose the correct social networking site/sites for you and do some research to find out what works best in your particular profession / country / level. Connect to companies and groups you are interested in to get relevant information about your industry.
- Emphasise your passion. If you're concerned that employers may perceive you as overqualified for the jobs you want, you can draw attention away from a long work history on your profile.
- Many high-level jobs are found through personal connections rather than job postings, so networking is absolutely essential for highly experienced job seekers. Spend some time researching and tracking down people within your network that can enhance your career.
- Be careful and review the information that you share. Ensure that it is suited to the right audience, hence the right platform.
- Review the on-line information available on you - do "a search" on yourself. Are you happy with how you are represented? Is it consistent? Professional? Would you hire this person? If the answer is no to any of these, there is perhaps some work to do.

Good luck and enjoy; remember that it is you that has the key to managing how much or how little information you want to convey.