

Social Media



And your employability

Increasingly students and graduates are using social media to search for jobs, present themselves and their work to employers and to build professional networks.

For example, LinkedIn is a great tool for developing professional networks. LinkedIn has a [Help Centre](#) with tips, including webinars, on how to set up a profile and use the different features of LinkedIn.

⇒ **Create a profile**

In LinkedIn, for example, this acts as an online CV with details of your qualifications, experience, skills and achievements. You can get recommendations, for example, from current and/or previous employers, academic tutors, and people you have worked with on projects.

⇒ **Join/follow/like groups that relate to your subject or career interest**

You can share ideas with people with similar professional interests, ask questions and get advice, and keep up-to-date with developments in your subject.

⇒ **Search for companies in a particular industry and/or geographical area**

In LinkedIn, for example, the information you can see about a company includes useful data regarding names of employees, employee roles, their education and experience, details of new employees and their last post and job opportunities at the company. Following a company would enable you to receive updates on their developments.

⇒ **Search for people, who work in a particular job role and look at their profiles**

You can invite people to add you as a connection. Other social media members are more likely to connect with you if there is an existing commonality between you and them such as sharing a connection with another person, being a current or previous student of the same University, being a member of a shared group.

Remember to use social media for professional networking. Think carefully about how you present yourself in terms of the language you use in your profile and postings, groups you join, and your profile photograph.

Adapted from: Cottrell, J. and Morris, N. (2012). *Study skills connected: using technology to support your studies*. Basingstoke: Palgrave Macmillan