BETTER PROFILE BETTER PROSPECTS

The value of a positive social media presence in career planning
THE WORLD IS WATCHING
BE SEEN IN YOUR
BEST LIGHT

More than a billion people use social media and the number is growing every day. From Facebook to Twitter, LinkedIn to Google+, Pinterest to Instagram, social networks are transforming the way we communicate, interact and present ourselves to the world.

Such openness offers strong career development opportunities. But as ever, the possibilities are tempered by some pitfalls. We’re here to help you build and manage the positive online profile your ambitions deserve.
Social media’s a fast-moving and fluid world, with new sites and channels emerging all the time. However, there’s no denying that some are particularly helpful in your career planning. Beyond the three listed below, there could be other sites relevant to your sector (e.g. Google+ for IT professionals). Do your research, get it right and you’re well on the way to looking your best online.

LinkedIn
The world’s number one business network is an invaluable resource for anyone who takes their career seriously. An up-to-date profile, far-reaching network and clear interest in your industry will massively boost your appeal in a recruiter’s eyes. Rest assured, they will be looking – and you can help them find you with a detailed, well-written profile that includes sector-specific keywords.

LinkedIn is a mine of information for you too. Use it to stay informed, research companies ahead of an interview and connect with important people in your sector.

Facebook
More than a billion people are now on Facebook and if used properly, it can play a valuable part in your professional life. Just keep an eye on your privacy settings and remember how easy it is to search.

Facebook’s informality brings its own benefits. Like people, companies are usually a little more relaxed here. So you can often get a better feel for their culture and working life at the company by exploring their Facebook page. Don’t see this as a way to bypass the application process though.

Twitter
Twitter is a powerful way to extend your network and get up-to-the-second insights from the people and companies you follow. You can easily connect and communicate with opinion formers and thought leaders, be part of the debate on the hot topics for your industry and also research companies in depth. Be sure to keep your own output professional and respectable.
Without a strong online presence, it's much harder to promote yourself, connect with peers or be an active voice in your industry. You can miss out on important news, networking opportunities, maybe even your ideal job.

Maintaining your online profile is a vital part of today’s career management. But it’s not just a powerful tool when you’re looking for a new job. It’s also an essential way to enhance your reputation: crucial when more employers are searching social networks for insights into the candidates they’re considering hiring.

A recent survey found that as many as 90% of hiring professionals have viewed social network profiles as part of the screening process.† It’s an easy and insightful way for them to find, engage and assess new talent. What will they see if they go searching for you?

†Social media monitoring service Reppler. 2011 survey of over 300 hiring professionals.
BUILDING A POSITIVE ONLINE PROFILE

**Be smart**
- Use social media as a showcase for your expertise and achievements
- Be social: connect with companies, recruiters and industry leaders
- Be engaged: join discussions and industry groups and post links to interesting articles
- Add contacts and accomplishments regularly, not just when job hunting
- Look the part: choose a recent and professional profile photo
- Stay up to date: search online and delete any old accounts or information

**Be careful**
- Think about what you share and where: if it’s something you wouldn’t want a new employer to see, don’t post it
- Consider creating separate personal and professional accounts
- Make sure your online profile and offline CV match
- If you can’t always be professional, adjust your security settings so only your network can see your personal information
- Check privacy settings regularly so you know what’s going public in your name
- Always keep your current employer’s social media policy in mind
Hays is the number one recruiter because we go further to connect professionals to the world of work. Our market-leading insights mean that we are best placed to help you to achieve your ambitions.

Follow us online to see our expertise in action or contact your local Hays consultant to meet us in person and find out more about the importance of a positive online profile as part of your career planning.

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