



Use social media to find a new job

Social media has revolutionised the way companies search for new recruits, and you can take advantage of this when you are on the job trail.

Recruitment consultancies are increasingly using social platforms such as LinkedIn, Facebook and Twitter to find candidates. If you are looking for a job, you need to make sure you are visible on these social media networks.

Build an industry or job specific network or join online forums and groups specific to your career of choice, and use these platforms to build your personal brand and access potential job opportunities.

However, there is more to unlocking a job opportunity; it demands a dedicated and smart effort on the part of job seekers.

Here are 10 tips to help get your job search heading in the right direction:

- **Be realistic and resilient:** A job search is not a once-off effort. Finding the right job requires a consistent effort on your part. You need to invest time and energy if you are to succeed.
- **Have a plan:** Identify which avenues you will use for your job search such as online recruitment advertisements, social media networking or direct approaches.
- **Research:** Check industry-specific blogs, newsletters, magazines, annual reports and websites to find information about companies, contacts and trends specific to your chosen career.
- **Network for success:** Family, friends, neighbours, the community and clubs provide a ready-made network. Talk to as many people as you can about their jobs and the kind of openings that may exist in their organizations.
- **Be consistent:** Ensure that your career brand represents you at your best in the eyes of potential employers. Maintain your credibility by being honest and professional across all your job search tools, including your CV, personal blog and social media profiles.
- **Accuracy:** Ensure that your profiles on LinkedIn and elsewhere are 100% complete and accurate. Include testimonials and source credible recommendations. These will position you favourably in the mind of potential recruiters.
- **More is better:** Always pursue more than one job opportunity at a time, and go for as many interviews as you can – you will learn something from every interview.
- **Be flexible:** Take a first job on a lower level so as to pave the way for the job you want.
- **Meet requirements:** Make sure you fulfil at least 80% of the requirements for any job you wish to apply for.
- **Never stop looking:** Treat everyone you meet as a potential employer, and tune in to opportunities to market yourself.



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If you are currently employed and would like to change your career and branch out into a different field within your own organization, have a conversation with your human resources manager to explore the possibilities.

However, if building a new career means changing employers, first find ways of building a skills portfolio in your career of interest. For example, in addition to your job role, you could volunteer for projects in another area in your organization. Or you could also assist not-for-profit or community organization in a voluntary capacity in your spare time.

Leaving your current employment in a quest to change career direction is not the best alternative unless you intend studying full-time and can support yourself while you do so.

It's much easier to apply for a different job if you are able to demonstrate some degree of competence, skills and passion. Employers will know you serious about the career change if you work in advance to achieve it.



Building the next generation of leaders