

Vacancies on Facebook or Twitter? Tips to find a job on social networks

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FULL TEXT

If you're one of those who still look for jobs in newspaper ads, it's time to upgrade! Some people still write and print out a resume (CV) to hand in to recruiting firms or a company you want to work for; however, the ways of doing things have changed and many recruiters now post their job openings on social media and search for potential candidates.

According to CompuTrabajo there are some tips that can help you find a job using these social networks.

NetworkingThe

main step to start looking for a job through social networks is to create a network of contacts that will last over time.

You can start with people you trust such as friends and family.

Then, do a little research on the profiles that can contribute to your professional plan.

"To meet new people, you can participate in networking events or in your sector and you can also share recommendations, articles and experiences through social networks," he says.

If you want to start some conversations, be selective and personalize your message with topics relevant to both parties.

2.

Digital ReputationDid you

know that around 80 percent of recruiters check the information on the Internet about candidates? Therefore, it is essential that you have an identity in the digital world and that you feed it with information that you want to be visible in your recruitment process.

If you want to analyse your online reputation, type your name and surname in Google and check the results and images. Check what comes up and ask yourself if it's what you want to convey for your next job.

3. Ally yourself with

headhuntersHeadhunters will

help

you get job opportunities that match your profile and preferences. The more options of places to look for a job, the better you will make a good decision. Headhunters are specialized, such as in the type of professionals (managers, juniors, executives, etc.) and also in sectors.

4. Your favorite companiesIn addition

to following people who contribute to you, you can follow companies that have the same values as you so that you are aware of their projects and new job positions. This way, if you get to participate in a selection process you can talk about everything you've read and how long you've been following them.

"In the companies area of CompuTrabajo, you can read reviews of companies that have been written by employees and ex-employees," he said.

5. Social networks for your profileLinkedInIt is

the most used social network for job search, so it is important to keep your resume updated. If you prioritize it, you can establish connections that will contribute to your career.

FacebookUsing

Facebook for job search is not as common. However, it is a good strategy to meet people and be part of different groups where you might eventually find a job opportunity. Update your profile information with the companies you've worked for and what you do for a living. Stay active in groups and make personal and professional posts to show your personality.

InstagramInstagram

is a visual platform and not many jobs are posted, although if your profile is more creative you might get opportunities. If you're an artist, graphic designer, photographer, hairdresser or chef you can showcase your work here and get new clients and job opportunities. Try to take good photos and videos and create a brand.

TwitterOn

Twitter, you can follow companies and people who constantly tweet about information in your industry or career. On this social network, links are more easily created and tend to be more visible. In addition, the short and to the point tweets are easier to read and create a conversation.

Although social networks are increasingly used to search for candidates, job boards are also the tool most used by recruiters so before you go, don't forget to upload your CV on these as well.

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