

# What's My Trademark?

## Tips and Techniques for Social Networking

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Social media plays a key role in job searches today.

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More and more, employers are using social networking sites to get an insight into applicants beyond their application, covering letter or interview. In fact, a third of employers now use social networking sites as part of their recruitment process and an increasing number use them to screen potential candidates. So, before you post your online profile, consider the following tips and techniques:

### Create a relevant profile

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Make sure you include in your profile: your accomplishments, your strengths and what you can offer to any future employer.

### Participate

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Most job seekers use social networks on a daily basis to find out about available opportunities, to get to know a company culture and to showcase their skills, experience and qualifications. Get involved in online discussions, but be careful about your knowledge base here ... once it is posted, it automatically goes live.

### Network

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Think about who you want to get in touch with and use LinkedIn groups to connect with people in industry.

### Search for jobs

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Social networking gives you the opportunity to research the job you are interested in, make contact with people in industry and search for jobs. You can post your CV on appropriate sites and register with recruitment sites.

### Be engaged

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Follow company activities on LinkedIn and Twitter; this way you can find out about recruitment cycles and the kind of skills and qualities companies are looking for. It also allows you to keep in touch with company developments and news.

### Have a plan of action

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Make sure you plan carefully before you post your profile. Think about the outcome you want. For example, you could start by posting your profile, then join and research relevant groups and companies and then, if you are ready, you could think about applying for positions that interest you.

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