

CAREER CORNER

CSE Consulting Newsletter

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Using Social Media in Your Job Search

Time and time again we hear the same thing working with clients:

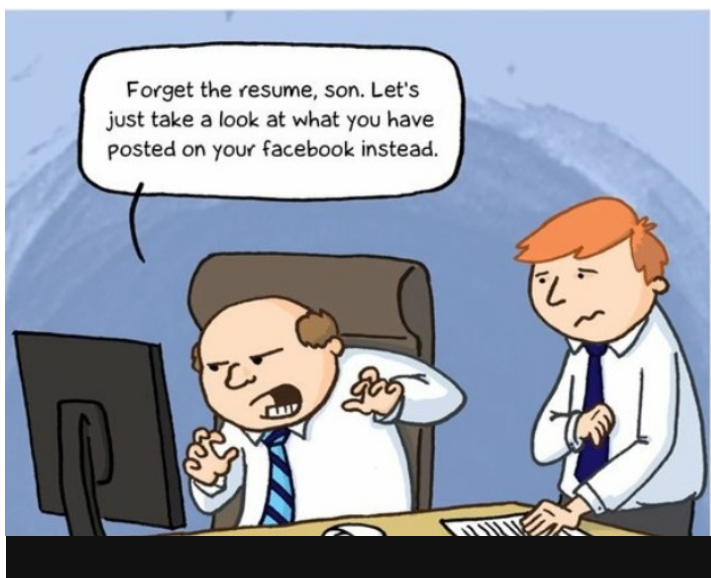
- ◆ "Things have changed. I never needed a resume before."
- ◆ "I don't know where to start job searching on the computer."
- ◆ "I started *insert online application here*, but gave up. I got overwhelmed. It takes too long."

These are valid concerns and job searching can be an incredibly isolating and discouraging process. As technology progresses, so do our employers. And job searchers need to keep up. The challenge is that our employers are people and there is no hard and fast rule of how to apply for a job. You need to go to where the employer is. Your role is to make the employer's job easy, so they'll hire you.

Depending on location and occupation, there is a heavier emphasis on the use of computers and social media to job search. Human beings are social creatures who desire connection. Social media not only connects us, but opens up another way to job search. Social media can be defined as "using the computer to create, share, or exchange information in virtual (online) communities and networks."

"We don't have a choice on whether we DO social media, the question is how well we do it."

- Erik Qualman





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Where do I start with social media to job search?

Start where you probably already spend a lot of time: Facebook. Some people are surprised to hear that they can find a job through Facebook. More employers are using Facebook to advertise their positions because it's free and people use Facebook daily.

Here are 5 local groups/ pages to check out:

- **CSE Consulting's** Facebook page: www.facebook.com/cse.consulting/
- **Job Board** for opportunities in Leeds and Grenville and SD&G: www.facebook.com/groups/jobboardsdg/
- **Eastern Ontario, Get a Job!** for jobs in Eastern Ontario: www.facebook.com/groups/354621381309727/
- **The Employment & Education Centre**, located in Brockville, shares jobs and community resources: www.facebook.com/eecentre/
- Similarly, **Job Zone d'emploi** covers the SD&G county area: www.facebook.com/jobzonecornwall/

Not only will you find job advertisements, but you can post in a group what you are looking for along with your qualifications.

Here's an article detailing other social media platforms to use: [LinkedIn, Twitter, Facebook, and the Benefits of using Social Media in Your Job Search.](#)

What about privacy?

Be sure to protect yourself online. Employers can and will search your name to see what they can dig up about you online. Check your privacy settings and be careful of what you share. Use social media to your advantage. Optimize your LinkedIn profile and ensure your content positively reflects on the career direction you would like to take.

We also need to watch out for fake job advertisements and scams. If a job advertisement seems too good to be true, contains a lot of spelling or grammar mistakes, and feels "off" to you, it's probably fake. Click the link to learn more about [Job Scams](#).

Jobs come to us in all different ways. Use social media as another tool in your back pocket.

