

## University of Wales Trinity Saint David Careers Service

### Using the internet and social media for job hunting

The internet is a great resource for job hunting but must be harnessed carefully. Social media such as LinkedIn, Twitter, and Facebook are also useful as long as you can demonstrate your skills, identify your target audience and connect appropriately. Be mindful of the content on publically available social media sites.

- Try not to merely type what you are looking for into Google. Using sites such as [http://www.prospects.ac.uk/job\\_hunting\\_finding\\_job\\_vacancies.htmk](http://www.prospects.ac.uk/job_hunting_finding_job_vacancies.htmk) or [www.targetjobs.co.uk](http://www.targetjobs.co.uk) as a starting point may help focus your search. Meet with a careers adviser if you are not sure what you are looking for or require further assistance with online job search.
- However, do not underestimate traditional methods such as word of mouth, using family and friends' contacts, fellow students, tutors, previous employers and newspapers to source vacancy information.

### LinkedIn

[LinkedIn](#) is an online professional networking community with over 75 million worldwide users in over 200 countries. It can be a really effective way to find out who is recruiting and what is happening in your industry.

LinkedIn has produced a series of six videos to guide you through what it is and how to get the most out of it as a professional networking tool:

#### 1. What is LinkedIn

<http://www.youtube.com/watch?v=Ocp1MNpSkWs>

#### 2. Building your professional brand

<http://www.youtube.com/watch?v=tSdXxUx2UhM>

#### 3. Finding your career passion

<http://www.youtube.com/watch?v=dz6lhscoSMQ>

#### 4. Building a professional network

<http://www.youtube.com/watch?v=dz6lhscoSMQ>

#### 5. Turning relationships into opportunities

<http://www.youtube.com/watch?v=H6Nsa-fG7FA&list=PLbGOxrRgG8JdgrnzRs5ve97pwbv3N6JS5>

#### 6. Researching and prepping for interviews

<http://www.youtube.com/watch?v=rigBMFiJRUY>

### **Facebook**

You may be used to updating your Facebook profile daily but when getting a job you may need to modify your use and do not post about the job/colleagues etc. If your Facebook profile has embarrassing photos or personal content, check your privacy settings are to the highest degree possible. **Future employers may well search for you online. Your digital footprint could follow you round for many years so take care not to overshare!**

### **Twitter**

Has thousands of company and job search accounts. Use the search tools. When you find an organisation or individual you wish to follow, see who *they* follow to find more employers who are active online. Establish your professional profile with an up to date picture and present your aims clearly.

Set up a free account: <https://support.twitter.com/>

Visit the Online Resources page at [www.uwtsd.ac.uk/careers](http://www.uwtsd.ac.uk/careers) for further help.

Campus	Careers Adviser	email	Telephone
Carmarthen	Mark Thomas	<a href="mailto:mark.thomas@uwtsd.ac.uk">mark.thomas@uwtsd.ac.uk</a>	01267 676829
Lampeter	Jane Bellis	<a href="mailto:j.bellis@uwtsd.ac.uk">j.bellis@uwtsd.ac.uk</a>	01570 424973
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