Seminar 6

1. Career planning
2. Sourcing opportunities for work and study
3. Effective CVs and covering letters
4. Successful applications
5. Preparing for interviews
6. Developing your online presence
7. Developing resilience to cope with setbacks

Take the next step here
www.abdn.ac.uk/careers/graduates
By the end of this seminar and suggested activities you will understand how to:

• Review your online presence.
• Define your online brand.
• Maximise the benefits and minimise the risks of social media in your job search.
• Manage and develop your online presence.
• Research opportunities and identify possible contacts to connect with via social media platforms.

TO DO

• Check the suggested actions at the end of each section.
Reviewing your online presence

Where are you at now?

• Google yourself (+ other search engines) – Online ID Calculator.
• Review the online spaces you’re in.
• Establish purpose for each.
• Monitor and manage content across online spaces.
• Protect content where necessary using privacy settings.

TO DO

• Complete Social Media Assessment Worksheet

www.abdn.ac.uk/careers
Defining your online brand

What do you want to say?

• Key messages: skills, experiences, achievements, interests, education, expertise, USPs.

• Target audiences: friends, colleagues, potential employers.

TO DO

• Use the Johari window exercise to assess how you are seen by others – circulate to work colleagues, friends and/or family to get you started.
How social media activities can impact your job search

Maximising career opportunities
• Accessible profiles.
• Well presented and up to date profiles.
• Active involvement in discussions related to areas of interest.

Minimising risk
• Managed security setting for content you wouldn’t wish potential employers to see.
• Retain control over content about you.

TO DO
• Check you don’t have any accounts no longer in use.

www.abdn.ac.uk/careers
Managing your online presence: where do you want to be?

Which platforms?
• Platforms: Facebook, LinkedIn, Twitter, YouTube, Instagram etc.
• Identifying the purpose of each.
• Managing access to each platform – security settings etc.

Content types
• Video, pictures, blogs, status updates, shared content, validation/recommendations.

TO DO
• Consider using Hootsuite to manage multiple accounts.
• Set up google alerts to find content relating to your career interests.

www.abdn.ac.uk/careers
Managing your online presence: the ‘Professional You’

**TO DO**

- View “Introduction to LinkedIn” video.
- Consult this guide to creating your LinkedIn profile.

**LinkedIn**

**The Professional You**

- **Suitable picture**: head shot, professionally dressed, smiling.
- **Concise headline**: include academic and employment achievements and career interests.

**Up to date and accurate content**: complete all sections in education and experience, including volunteering.

**Endorsements**: endorse the skills of others and they will endorse you.

History graduate with 3 years’ experience across the arts, retail and hospitality sectors, interested in museum education

Aberdeen, United Kingdom | Higher Education

**Top Skills**

- Management
- Teamwork
Using social media for career research and connecting

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer/organisation</td>
<td>Employer/organisation, Sector related, Professional bodies, Careers services</td>
<td>Key employees of organisations of interest, Company/organisation accounts, Careers services, Track relevant hashtags #</td>
</tr>
<tr>
<td>• Employer/organisation</td>
<td>• Key employees of organisations of interest</td>
<td>• Individual profiles</td>
</tr>
<tr>
<td>• Sector related</td>
<td>• Company/organisation accounts</td>
<td>• Groups related to sectors</td>
</tr>
<tr>
<td>• Professional bodies</td>
<td>• Careers services</td>
<td>• Companies/organisations</td>
</tr>
<tr>
<td>• Careers services</td>
<td>• Track relevant hashtags #</td>
<td>• Alumni</td>
</tr>
</tbody>
</table>

TO DO

• Check out the range of subject related Facebook pages on offer from the Careers Service.
• Keep up to date via the Careers Service Twitter page.
• Access the LinkedIn Alumni Tool.

www.abdn.ac.uk/careers
What’s next?

1. Career planning
2. Sourcing opportunities for work and study
3. Effective CVs and covering letters
4. Successful applications
5. Preparing for interviews
6. Developing your online presence
7. Developing resilience to cope with setbacks