



SOCIAL MEDIA PROFILE TIPS

Your **social media profile** is a great way to generate interest from **potential employers**, so make sure you are consistent and **be mindful** of what you post and **how you present yourself**.

It is worth remembering that potential employers may review your profile as a way of **headhunting your skills**. They may also use your profile to identify your personal **values** and establish whether they align with the company's values, so ensure your profile is a **good representation of who you are!**

PROFILE Basics



- Your **professional job title** should be accurate and fully reflect your position
- You should use **key, searchable words** in your profile summary, reflective of the main tasks within your role
- Your profile **photo should be professionally taken** and show you in your normal business wear
- Your employment dates should be up to date and match those on your CV

What content should you **POST/SHARE**?

Think about what is relevant to the social media world, which stories are interesting and how it might **add value** or **inspire the audience**. e.g. sharing projects, initiatives like skills training, informing customers of product launches, informal invitations and notice of exhibitions.

Keeping things human, allows people to buy into you, so showing emotions is a great way to generate interest and get people to interact with the content you share. However, **negative emotions** may have an adverse effect and should be avoided when sharing content.

Keep your audience **SWITCHED ON...**

- **Bad grammar** and **punctuation** detracts from your message, or worse can cause confusion. **Do not use numbers to replace words** or **SMS language**, e.g. 2 instead of to, txt instead of text. Avoid excessive exclamation marks!!!
- **Check your SPELLING** before you post
- **Use pronouns** e.g. you, we, yours, our, to show teamwork and collaboration



- Keep it **positive, engaging** and **active**
- It is good to **express passion** and **enthusiasm** for what you do
- **Take pride in what you do**, and do not be afraid to showcase your achievements
- **Celebrate success stories** and collaborative achievements as they generate interest





SOCIAL MEDIA PROFILE TIPS

HOW LONG should your post content be?

Keep sentences short where possible, **50 words per post.**

50

The length of content should demonstrate **quality over quantity**. If it is too long, you are more likely to lose the reader's interest.

- Images of people should be **natural** but appropriate
- Images should **reflect** the work you do
- Images of events or initiatives should have a people focus, **interactive** and **engaging** photos

Use of IMAGES...

Visuals attract more attention! When posting content, share photos, which compliment written content and reflect who you are and what you do:

TIP

Remember, being honest is crucial. Making false claims or overselling your achievements may make potential employers believe you are not trustworthy

When should you use HUMOUR?

Humour tends to **inject personality** into content; however, this should not compromise the message behind the content or make the audience feel excluded or uncomfortable.

TIP

Keep humour very light-hearted and generic if you do use it, so that it is more likely to be understood by the majority of the audience

HASHTAGS: When and How to use them!

You should **use them sparingly** for maximum effect, make sure your posts are current:

- If you use hashtags, **don't use more than five** per post
- **Don't use spaces** or **punctuation** in a hashtag
- **Don't use hashtags to tag people**, use @ followed by their name instead

