2024

The Social Media Advantage: Improving Your Online Presence for Your IT Job Search



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Improving Your Online Presence for Your IT Job Search

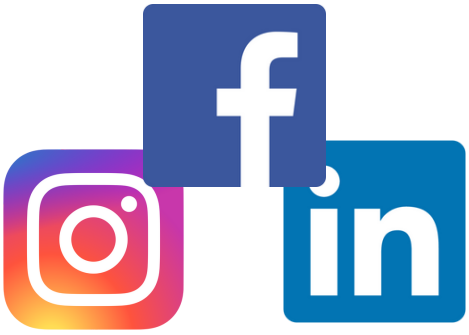
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Suppose you're a savvy job seeker in the IT industry. In that case, you've probably researched how to prepare for interviews, write amazing cover letters, and optimise your CV. But you may still overlook one vital thing: your social media presence.

Social media has revolutionised the way we communicate and connect in the digital world.

Did you know more than 62.6% of the world's population has at least one social media account?

It's little wonder that social platforms like LinkedIn, Facebook, and even Instagram are also beginning to impact the recruitment landscape.



48%

OF GEN Z AND MILLENNIALS

ARE APPLYING FOR A POSITION ADVERTISED ON A SOCIAL PLATFORM, EITHER BY A RECRUITMENT COMPANY OR THE EMPLOYER.

58%

OF JOB SEEKERS

SAY THEY LOOK FOR INFORMATION ABOUT POTENTIAL EMPLOYERS ON SOCIAL CHANNELS

Improving Your Online Presence for Your IT Job Search

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But it's not just IT candidates using social channels in their career journey. Employers rely on social media to engage active and passive candidates, advertise their employer brand, and screen potential employees in a skills-short landscape.

That means it's more important than ever for candidates to make the right impression on social platforms.

This guide will show you how to use your social profiles to unlock new career opportunities.

Best Wishes,
Rachel



What Employers Look for in Candidates on Social Media

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Employers using social media for IT recruitment actively use these channels to learn more about potential candidates. In many cases, they'll be looking for insights into:

- **Personality:**
  How you present yourself on social media, engage with others, and showcase specific personality traits valuable to the company's culture.

- **Experience:**
  Any evidence of your experience in the IT industry, such as posts about market trends or information about previous roles.

- **Qualifications:**
  Whether you share specific qualifications you've achieved on channels like LinkedIn or Facebook.

- **Consistency:**
  If you're consistently polite, professional, and courteous when interacting with contacts across all social media channels.

- **Inappropriate behaviour:**
  Whether you conduct yourself inappropriately on certain channels with offensive comments, posts, or photos.



The Impact of Social Media Recruitment on Job Seekers

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Social media is a great place to elevate your brand. By posting professional photos, sharing engaging articles, and creating thoughtful content about your chosen industry, you can show potential employers everything they need about your passions, knowledge, expertise, and interests.

You can follow the companies you want to work with, interact with thought leaders in your space, and connect with recruitment companies.

Additionally, social media is a great way to research the company culture of the organisations you're considering working for, which helps you make decisions about roles based on your priorities and IT career goals.

On the other hand, navigating social media as a job seeker can be extremely complex. It's easy to forget about the image you want to portray to potential employers (and even your current employer) when interacting with friends on your favourite channels.

There have been countless examples of people being fired from their roles for inappropriate conduct on social media. Even one "risqué" post can be enough to jeopardise your career, particularly if it reveals sensitive information about your employer.

Additionally, if you're reprimanded for your actions on social media by one employer, future employers might be less likely to consider you when you apply for open roles.



Best Practices for Job Seekers on Social Media: General Tips

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The key to boosting your IT career with social media isn't simply avoiding social channels out of fear you're going to do something wrong. It's about making sure you optimise every channel you're using, with a focus on your professional brand.

Here are some of the most important things to consider across all social media channels.

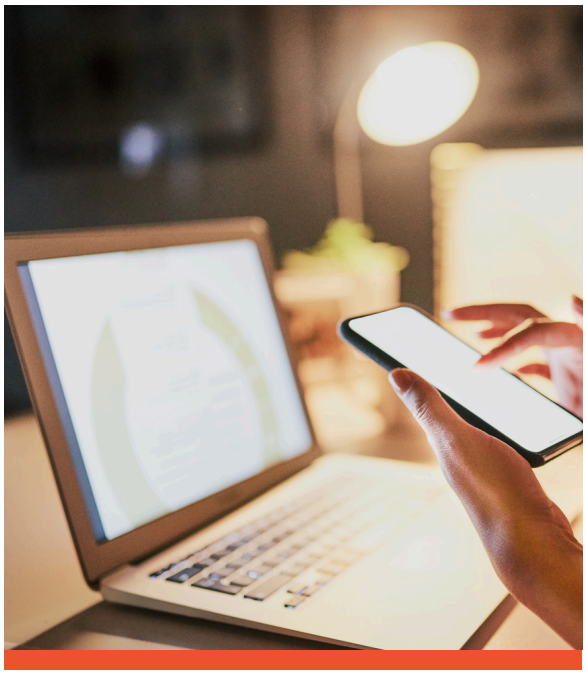
- ★ 1. Optimising Your Profiles
- ★ 2. Privacy Settings and Content Management
- ★ 3. Maintain Consistency Across Platforms
- ★ 4. Forge Valuable Connections

Best Practices for Job Seekers on Social Media: General Tips

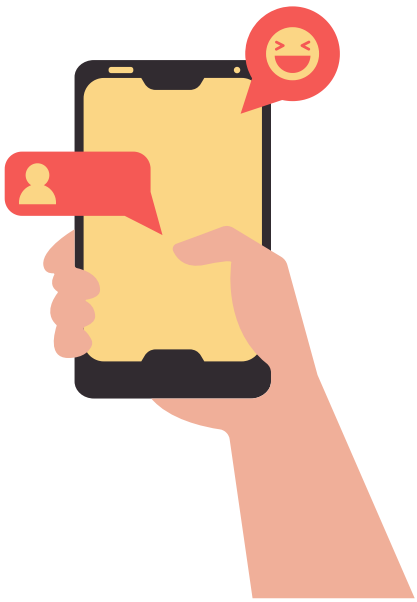
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1. Optimising Your Profiles

Every part of your social media profile should offer useful insights into the positive attributes you have as a person. Start by making sure you use your full name on your accounts. Nicknames might be fun for your friends, but they'll make it harder to be found and don't always make the right impression.



Check your profile picture and ask yourself what it says about you as an IT professional. You don't need to use a corporate headshot on every social account, but make sure your picture makes you seem respectable. A smile goes a long way, too!



Ensure your "bio" or any information you share on your profile is professional. Mention your career path, your hobbies and interests, and any achievements you've accomplished.

Best Practices for Job Seekers on Social Media: General Tips

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2. Privacy Settings and Content Management

Most social media channels will allow you to set your accounts to **"private"**. If you're using a separate social media account for your career from the one you use for personal interactions with friends, you might decide to make your personal account private. However, it's usually a good idea to avoid setting all accounts to private, as this can cause suspicion among employers.

On your public accounts, remember you can usually decide who should be able to see whatever you post too. If you're sharing photos or comments about a recent wild night out with friends, make sure those posts are only available to a select group of people.

3. Maintain Consistency Across Platforms

Consistency is often considered crucial to business branding. The more consistent you are with the language, image, and content you share as a company, the more likely customers will trust that business. Similarly, as a professional, a consistent approach to sharing your personal brand is also important.

Make sure you use the same tone of voice, share the same types of content, and use the same images and names across all your social profiles. This will show you're reliable and authentic.

Best Practices for Job Seekers on Social Media: General Tips

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4. Forge Valuable Connections

The whole point of social media is to **"network"** and connect with other people. As a professional in the IT industry, whether you're looking for a new role or not, you should always be searching for ways to connect with people who might benefit your career.

Follow thought leaders in your industry for up-to-date insights into trends and news; this will show you have a genuine passion for your sector and could give you valuable information you can share in your cover letters, applications, or interviews for new roles.

Connect with **recruitment agencies** specialising in your industry so you can keep track of the latest job postings and opportunities. You can even follow the businesses you'd be interested in working with, so you're the first to know when new positions emerge.



Platform Specific Recommendations

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While the ideas above apply to all social media platforms you might be using as an IT job seeker, it's worth remembering that each social channel has unique nuances and features that might benefit you as you look for the ideal role.

Here are some platform-specific tips to follow when using social media to boost your career.

LinkedIn

LinkedIn is the most popular platform for employers and recruiters hunting for talent. LinkedIn is excellent for job seekers because you can actively advertise when you're searching for a role and even apply directly for positions on the platform. However, there are a few best practice tips you should be following to boost your chances of success.

Explore Networking Strategies

Ideally, most of your LinkedIn connections will be with people you already know from previous roles or courses. However, there are exceptions to this rule. For instance, if you're part of a LinkedIn group, you can send requests to people you meet and interact within that group.

Whenever you reach out to someone new on LinkedIn or join a group, personalise the messages you send as much as possible.

Platform Specific Recommendations

Constant Recruitment

Make the Most of Your Profile



While a strong profile is crucial for IT job seekers on any platform, it's particularly important on LinkedIn. This platform is brimming with unique profile sections you can use to share your industry expertise and skills. Ensure you fill out every relevant section on your profile, drawing attention to your education, previous roles, accomplishments, and qualifications.

Write a compelling bio that highlights your experience in the industry and draws attention to your unique characteristics, such as your resilient and proactive nature. Use a professional headshot to make your LinkedIn profile stand out; any smartphone will do an excellent job.

Share regular updates on your LinkedIn profile, including articles you write about your industry, musings on the sector, insights into your latest accomplishments, and more. You can even share links to content you've found that might interest the people in your industry.

Platform Specific Recommendations

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Facebook

Although Facebook might not be as popular as LinkedIn for IT professionals looking for new career opportunities, it can still be a great place to show off your personal brand.

Use Privacy Settings Wisely

While it is possible to set your entire Facebook profile to "private", meaning it can only be viewed by your friends and family, that might not be a good idea if you're actively looking for a new job. Employers will search for you on Facebook to learn more about you, and if your profile is locked, they'll be more suspicious of your application.



Focus on keeping certain parts of your profile private, such as your photos, relationship status, and certain wall posts.

However, keep your main photo public, alongside your bio and your employment and educational information.

Platform Specific Recommendations

Constant Recruitment

Curate and Share Valuable Content

Just like the content you share on LinkedIn can capture the attention of potential recruiters and employers, content on Facebook can do the same. Think about how you can regularly showcase your expertise and skills on your Facebook profile.

You could share quick updates about what you've achieved in your IT role, such as being named "employee of the month" or getting promoted. Sharing content about your industry that you find interesting with comments and perspectives can be helpful, too.



Join Facebook Groups

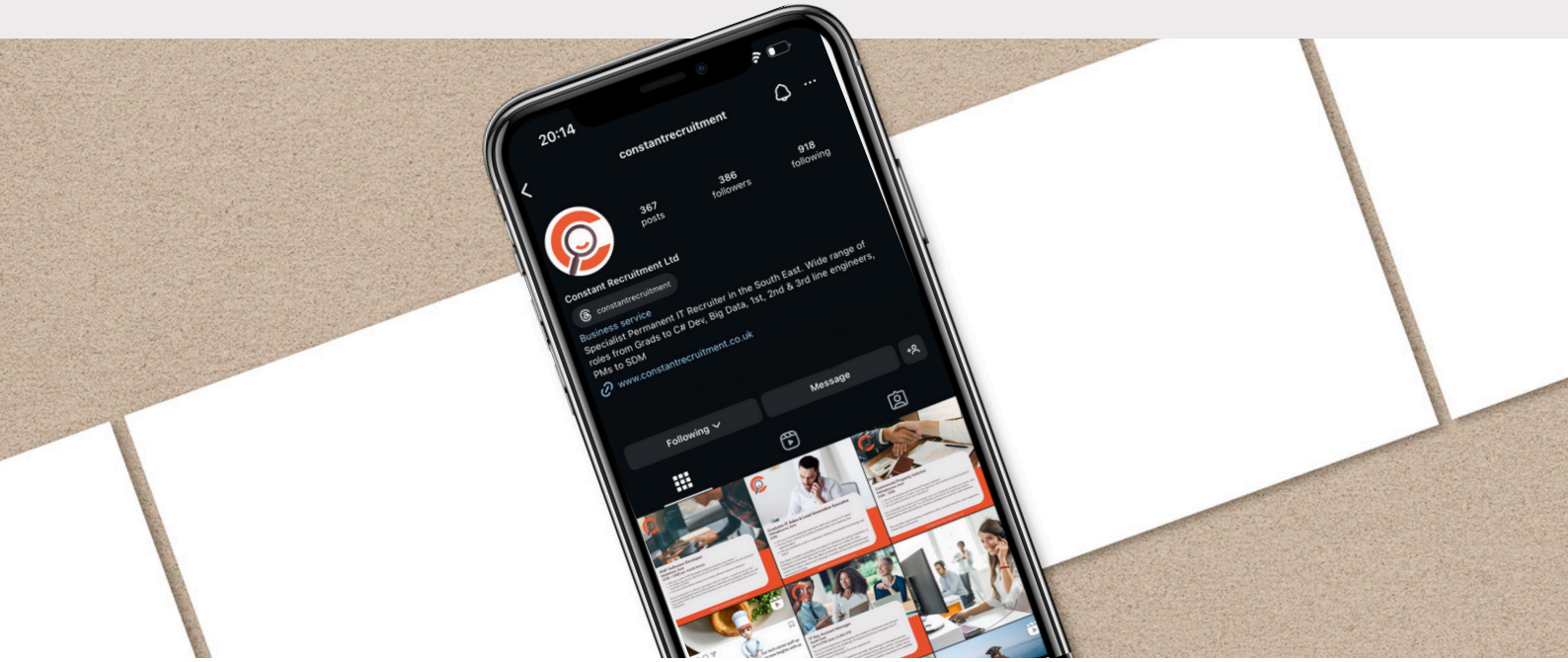
Facebook Groups are brilliant for tracking down industry information and job opportunities. Look for the word IT or tech in the group section of Facebook, and see if there are any groups dedicated to professionals with similar roles and interests to you.

Join recruitment groups focused on your local area or industry to see new job listings before anyone else.



Platform Specific Recommendations

Constant Recruitment



Instagram

Employers might check your Instagram account if they want to learn more about your personality and the kind of "professional image" you'll bring to a role. If you want to make sure you're making a positive, lasting impression, follow these suggestions.

Create a Cohesive Visual Brand

While a professional headshot might not be necessary on Instagram, all the photos you share should be professional and appropriate. You might even choose a "theme" for your profile, creating content with a consistent colour palette or specific fonts.

When sharing content on Instagram, think about images that would appeal to employers, such as pictures of your recent projects or qualifications. You could photograph yourself at a professional conference or training event.

Platform Specific Recommendations

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Using Stories and Reels for Personal Branding

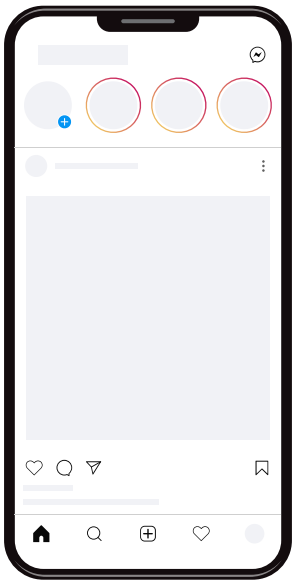
Stories and Reels on Instagram are great for showcasing your authentic personality as an IT employer. Because they're fun and fast-paced, they feel less formal and more realistic than other forms of social media content.

When creating your Stories, look for ways to provide an insight into your journey as a professional in your industry. Offer behind-the-scenes insights into your work day, or create a slideshow of images from the last course you attended. When creating Reels, consider ways to showcase your expertise. You might create mini-tutorials or Reels to comment on recent industry trends and news stories.

Using Hashtags to Boost Discoverability

Hashtags aren't just for X; they're also extremely important on Instagram. Leveraging hashtags strategically in captions can help you find potential employers and recruitment teams searching for new specialists. For instance, try options like #RemoteWork #JobSearch, or #Jobs.

When you're sharing content about your industry, use hashtags relevant to your sector, including the name of your industry in the tag. You can also use location tags like #London, to attract the attention of recruiters looking for local talent.



Platform Specific Recommendations

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X

X can be a powerful platform for building a professional network and sharing your knowledge of the IT industry. While you won't be able to share much long-form content here, you can follow thought leaders and share links and news updates on your account that can improve your personal brand.

Sharing Valuable Content and Insights

Even though you won't be able to share long-form content and blogs on X, you can still share links to your blog and other relevant news stories, articles, and reports. The more content you share, the more knowledgeable you'll appear to potential employers.

Remember to retweet informative content from others in your industry, adding your commentary to show your unique perspective.

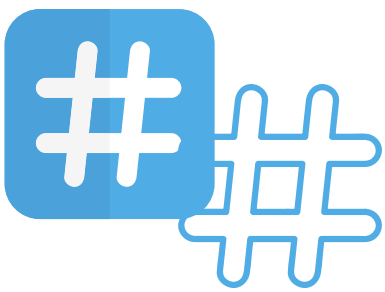
Platform Specific Recommendations

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Develop your Network

Just as you would on LinkedIn and other social media channels, connect with people on Twitter who are relevant to the IT industry and your desired role. Follow key influencers, industry leaders, companies you admire, and potential employers. Engage with their content by liking, retweeting, and replying to their posts.

Regularly interacting with these accounts can build relationships and increase your visibility in your chosen field. You can also consider following job search and recruitment experts for behind-the-scenes insights into job listings and recruitment trends.



Engaging in Industry Conversations

X is a great place for fast-paced conversations, particularly those that revolve around breaking news and new updates to the IT landscape. Companies and thought leaders are always sharing cutting-edge information on the platform, and getting involved by responding to posts with your own opinions helps you to showcase your knowledge.

Search for specific hashtags that will help you find relevant content, such as #TechNews, or use X's search function to look for content that includes relevant keywords. Remember to maintain a professional tone and avoid making any overly risqué statements.

Platform Specific Recommendations

Constant Recruitment

Tik Tok

TikTok might not seem the most obvious place to search for job opportunities and promote your brand, but it's becoming increasingly popular.

Showcasing Skills Through Short-Form Video

TikTok offers a unique opportunity for job seekers to showcase their skills creatively. You can take videos of yourself completing a specific IT - related task or even create videos that showcase your top tips for productivity and efficiency in the workplace.

You could also create your own TikTok CV, where you introduce yourself and talk about your skills and experience.

80%

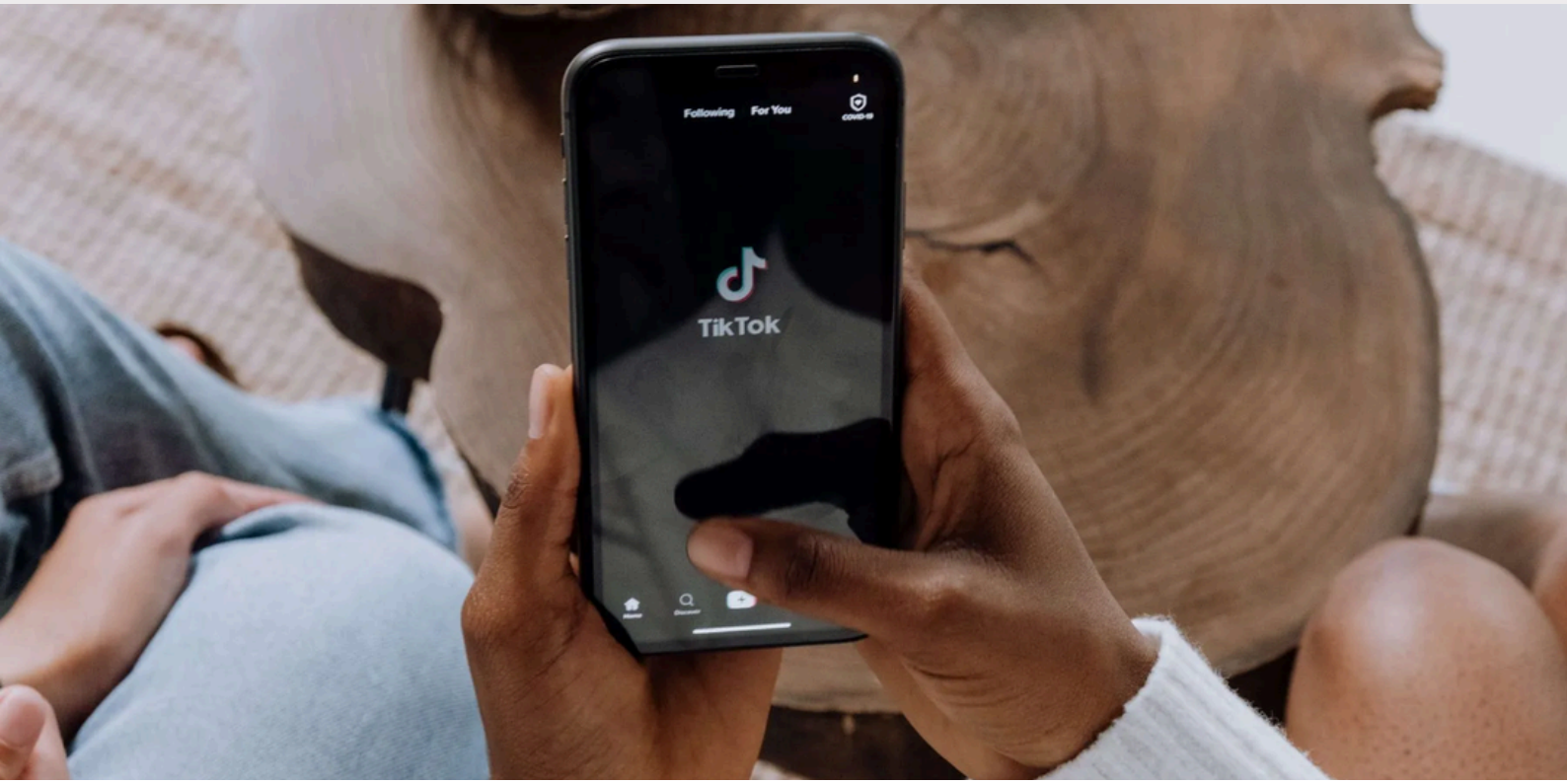
OF GEN ZERS

HAVE USED TIKTOK TO NETWORK, AND 15% HAVE RECEIVED AN OFFER FOR A JOB FOUND ON THE APP

If you do this, make sure you post the video with the #TikTokCV hashtag to attract the attention of recruiters.

Platform Specific Recommendations

Constant Recruitment



Participating in Industry-Related Challenges

When building a professional brand, being cautious with hashtag challenges on TikTok is important. Some challenges can give the wrong impression to IT employers, especially if considered childish and dangerous. However, there may be relevant challenges on TikTok that can improve your image in the eyes of recruiters.

For instance, if a company you like hosts its hashtag challenge, asking you to write a unique email or demonstrate your top time-saving tip, getting involved is a good idea. Make sure you pay attention to any trends that might be emerging in your industry.

Finally...

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The role of social media in recruitment and job seeking is constantly growing.

In the years ahead, employers will continue to use social channels to screen and vet potential candidates.

At the same time, employees will leverage social media to learn more about potential employers and find companies with the right culture for their needs. As the IT industry continues to evolve, ensuring you have the right social media presence can significantly improve your chances of success.

Use the tips above to ensure all your social channels leave the right impression on employers, and consider contacting a recruitment or staffing agency for extra support. The right recruitment team can help you optimise your brand, provide tips on the skills employers seek, and even help you find relevant social groups to follow.



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Looking for your dream IT job or your next star hire? Look no further than Constant Recruitment!

As a trusted IT recruitment agency, we are committed to matching skilled and talented candidates with top-tier employers across the industry. We take the time to understand your unique needs and preferences, whether you are a job seeker looking for a new opportunity or an employer seeking the perfect candidate to join your team.

Our extensive network and expertise in the field enable us to connect you with the right people and opportunities to achieve your goals. At Constant Recruitment, we pride ourselves on delivering exceptional service and going above and beyond to exceed your expectations.

So why settle for anything less than the best?

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Constant Recruitment

About Us

At Constant Recruitment, we are passionate about connecting talented IT professionals with leading organisations across the UK. The right talent can transform organisations and drive innovation and growth, and we are dedicated to matching the right talent with the right opportunity.

Our founder, Rachel Constant-Taylor, started in recruitment in 2006, the same year her youngest daughter was born. With a background in the IT industry since leaving school, moving into IT recruitment was a natural fit for her, combining her real-world knowledge of working in Tech companies with her love of people. She saw an opportunity in 2012 to create a unique recruitment agency of her own that delivered exceptional service and expertise.

What makes us unique is our commitment to delivering a personalised recruitment experience for both our clients and candidates. We understand that every individual and business is unique, and we work closely with each of our clients and candidates to understand their distinctive needs and goals. This allows us to provide tailored solutions that meet their specific requirements, helping them to succeed in a competitive market.

We recruit better than our competitors by providing a seamless and effective recruitment process that consistently supports both our candidates and clients. **We value honesty, integrity, and hard work.**

Taking a pride in our ability to connect the right talent with the right opportunity. We are committed to delivering the highest standards of service and expertise.
To our clients we are the trusted partner for all IT recruitment needs