

# Get on the web to get a job

From Facebook to Twitter, get into (social) networking to get employed.

**S**ocial media is another great way of finding jobs and other opportunities. It is informal, immediate and offers a chance to communicate with people you might not easily meet in the flesh. Whilst your online activity may not result in an immediate job offer, it might put you in the right place at the right time and provides a chance to job-hunt creatively.

## Blogs

Show the world evidence of your creative skills by blogging; this illustrates commitment and is a way to practise writing and communicating your ideas. Start a blog about issues related to the area in which you want to work. Artists and designers can showcase images, film makers and musicians can share videos or podcasts. If you don't fancy having your own blog, following one related to your chosen career can lead to good suggestions on how start in the business, useful links and networks. One of my current favourites is [dannystack.blogspot.com](http://dannystack.blogspot.com): although specifically for the film industry, it gives you an idea of how useful a good blog can be.

## LinkedIn

At the time of writing, LinkedIn is becoming the most well-known professional networking site and, unlike Facebook, it is focused on career development. Used mainly by people with a few years' work experience, it still has use for University students. If you want to find out more about a particular job, you can join a professional group and post questions. Alumni groups can be a route to finding ex-students who have studied your course or who are working in a career that you are interested in. Keep your LinkedIn profile concise but fully completed especially if you have niche skills such as an unusual programming language.

## Twitter

Twitter is more worthwhile in certain sectors such as marketing, communications and charities, where it is an indication of being 'social-media savvy' and talented at communications on a minimal budget. You can join networking events like Twestival, which is useful if you are looking for an opportunity to network on the inside. If you have a few organisations you'd love to work for, and they are on Twitter, sign up for their tweets. You might hear about vacancies and it is a good way to keep up to date with information that could be useful in job applications.

## Discussion forums

Forums are a way of finding information and asking for advice. The *Guardian's* careers Q&A forums have a depth of insider knowledge: see [www.careers.guardian.co.uk/forums](http://www.careers.guardian.co.uk/forums). Others, such as [www.psychick.org.uk](http://www.psychick.org.uk) are dedicated to specific careers. Find these, and ensure a bit of quality control, by following links from the websites of professional associations.

## Facebook

Joining careers-related groups on Facebook is an easy way of keeping in the loop for up-to-date news, events and opportunities. The Careers Group links to other sector-specific pages with posts of jobs and other useful leads (see [www.facebook.com/thecareersgroup](http://www.facebook.com/thecareersgroup)). You won't necessarily be able to predict how a Facebook contact could feature in your job-hunt. You may move back to your home town for a few years and find that your network of school friends becomes useful. Perhaps you hit it off with someone when you did an internship and want a simple way of keeping in touch.

## Managing your online identity

Remember, on the fingertips for seconds, online for ages. Various high-profile media cases show that it can be easy to embarrass yourself via social networks. While a site like Facebook is primarily for social networking rather than finding a job, employers will Google candidates. A survey of 2,000 HR professionals and consumers found that 41% of UK HR managers had turned an applicant down simply because of their online profile. Site owners have a habit of changing privacy settings so don't assume you are safe. Take a few moments before you post something to consider if that comment or photo is something you want a prospective employer to see in two years' time.