

SOCIAL NETWORKING

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Networking



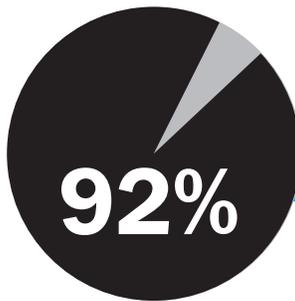
Over 80% of jobs come from networking! But networking can be difficult and intimidating. Online social networking can make things much easier.

It's not what you know
but who you know.

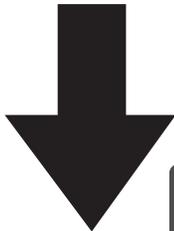


Most companies (88%) in Canada use Social Professional Networking for recruiting.

Why is your Social Profile So Important?



of recruiters are likely to look at a candidate's social profile.



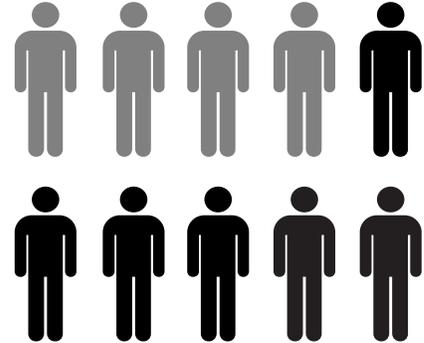
42% of those recruiters have reconsidered a candidate based on content viewed on a social profile, leading to both positive and negative re-assessments.

References:

- LinkedIn Canada
- Canadian Association of Career Educators and Employers
- Jobvite 2015 Recruiter Nation Survey

Personal Connections

4 in 10 job seekers have found their "favourite or best" job through personal connections.



Advice for Candidates on Social

Do:

- Google yourself to see what pops up 
- Clean up your profiles by removing inappropriate photos and negative comments
- Share details about volunteering, conferences and professional and charity events you're involved in
- Double check your spelling and grammar

Don't:

- Share details of alcohol consumption or marijuana use
- Rush to post that selfie! 
- Be overly negative
- Condone discriminatory behaviour
- Engage with hot topics in a hostile manner

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Why LinkedIn?

Recruiters love to use LinkedIn to look for or to screen job candidates. In Canada, 95% of recruiters who use social media for hiring choose LinkedIn.

(Source: Canadian Association of Career Educators and Employers)



How to connect on LinkedIn:

Friend of a friend:



Use the "Get Introduced" feature to be introduced to a person through your LinkedIn connections.

Find how you're connected to the companies that you'd like to work for:



Visit the company LinkedIn profile that you'd like to work for.

Find the current employees of the company who might be your potential connections.

Find your alumni: Visit LinkedIn's "University Page".



Humber College has its University Page, and you can find all the LinkedIn users who graduated from Humber College.

Search the alumni who graduated your program who work in the field or company that you'd like to work for, and get connected!

Updating your LinkedIn profile:

1

PHOTO: You can increase your LinkedIn profile views by 21 times by including a photo. Friendly yet professional photo. No selfies or passport photos!

2

HEADLINE: Show who you are (professional title, area of study), show what you want to be (career goal/ambition). Example: "Aspiring Consumer Marketer with a Passion for Strategy, Promotions and Campaign Management".



3

SUMMARY: Introduce yourself with a keyword-rich story about your education, soft skills and work experience. You can be more creative to give a richer insight into who you are what makes you tick.



4

ADD VISUALS: Under "Summary", "Experience", and "Education", you can add presentation slides, documents, videos, online links (i.e. e-portfolio site) to demonstrate your work experiences and skills in a visualized format.

5

KEYWORDS: Think of what words someone would use to find a professional in your area of study/career. Gather 10 job postings of similar job titles and highlight requirements and skills. Notice which ones are repeated and include those in your profile (as long as they are true for you).



Sample Alumni Request



Dear [their name],
I see that you graduated from Humber! I'm currently studying [program name] and am set to graduate in [year]. If you ever have 20 minutes, I'd love to meet with you to hear more about your work with [company name] and your career path since graduating.

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