

How social media can help you get a job

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APPRENTICESHIPS

Using social media can dramatically improve your chances of getting an Apprenticeship.

However, using it unwisely can have adverse effects on your search for the dream position. Below are some top tips that will help you harness the power of social media and use it to your advantage!



Keep it clean

It may surprise you, but social media websites such as Facebook and Twitter are often used by companies to research their applicants.

Therefore, it's probably time to freshen up your digital presence by removing inappropriate pictures, statuses or tweets! It is unlikely that potential employers will find them as amusing as you do!



Get your own back

Companies and employers may use social media to research possible candidates, so why not do the same and research possible employers?

Facebook and Twitter are great tools to research companies. These platforms will give you a good overview of the company, including its background, recent highlights and more!



Sign up to LinkedIn

LinkedIn is a brilliant resource for Apprenticeship hunters.

The online networking site allows you to upload your CV and connect with people in your chosen field. Your profile should be employer-friendly and you should ensure that your profile reflects the type of job you want. Having a LinkedIn account will demonstrate to employers that you are professional and keep to find a job.



Check your email

Unfortunately that perfect, witty, oh-so-cool nickname you have attached to your email address can be a career killer!

Studies find that CVs linked to job candidates with quirky and 'unprofessional' email names are rated lower by potential employers, than those with professional names. Keep it simple and just use your name to create your email address.