



## Managing Social Media to effectively Job Hunt

A BITESIZE WORKSHOP: BE MORE EFFECTIVE AND UNDERSTAND YOUR WEB PRESENCE & HOW TO USE THEM TO JOB HUNT SUCCESSFULLY

### Learn how to:

1. Be in control of your public profile
2. Understand the searches and research being done on you, make sure they find what you want them to
3. "Sell" yourself effectively through LinkedIn, Facebook, Twitter
4. Optimise yourself on these websites

If you can answer yes to any of the following questions then this bitesize workshop will be effective for you:

1. Can I make sure that my presence out there is what I want it to be?
2. Can I ensure that someone only sees what I want them to?
3. Does LinkedIn work as a true job hunting tool?
4. Can I use Facebook for job hunting?
5. Does it really make a difference if I put my opinion out there?



### Workshop Agenda & Structure - 3 hour workshop

Time	Agenda
9:30am	<b>Identifying the individual objectives &amp; Social Media Concerns</b> <ul style="list-style-type: none"><li>➤ What is your public profile?</li><li>➤ Build your brand and make it public</li></ul>
10:00pm	<b>Practical Tools to Optimise across all Media areas</b> <ul style="list-style-type: none"><li>➤ Linked In</li><li>➤ Facebook</li><li>➤ Twitter</li><li>➤ Who (which companies) to follow &amp; interact with</li><li>➤ Comments &amp; Opinions</li></ul>
11:15am	<b>Break 15 minutes</b>
11:30am	<b>Building your profiles live</b> <ul style="list-style-type: none"><li>➤ The LinkedIn CV</li><li>➤ Job Board Profiles</li><li>➤ Job Board CV's – Be the first to be found</li><li>➤ The 'Don'ts' of the internet!!</li></ul>
12:30pm	➤ <b>CLOSE &amp; Agreed Actions</b>