

Can social networking sites get you your next job?

If you are looking for your next job there are the traditional job sources such as newspapers and websites or a route more and more people are pursuing is to use social networking sites to find out about new opportunities. Here, Michelle Lucas our resident Executive Coach shares her top tips on how her clients are already using this to their advantage.

- Many people find out about opportunities through friends and family, so if you are already using sites like “Facebook”, “Twitter” and “MSN messenger” to share experiences with friends, remember you can also use these to find out what work opportunities they might know about.
- Linked-In and Friends Reunited are great ways of connecting back up with people you have known in the past and in doing so accessing their network as well. Who knows where your school chums and ex- colleagues might be now and who else they might know ?! Why not re-connect with them, let them know what you’ve been doing over the years and find out if they can help you right now.
- Have an open mind - don’t just think about permanent, full time opportunities. When your contacts use their favourite social media to talk about their current problems and issues at work, consider whether you can use your skills on a more flexible basis. Perhaps you could offer to do smaller projects for people that you know to help them out? Remember, “big trees from little acorns grow” and even if it doesn’t lead to the next big career move for you, at least you will have kept your skills active and will have some good examples to talk about in future interviews.
- Try to be pro-active and positive - we all like and need to have a moan and a groan from time to time but it’s important to get the balance right. So when chatting to friends on line, remember to use them to help you generate some possibilities. Be specific about what you’re after rather than having the same old conversations about how difficult it is at the moment. Bewaretalk negatively too much and you will begin to convince yourself that there are no alternatives.
- Messaging about what might be possible will help keep your motivation level high and your positivity will rub off on those you talk to on-line. If you become known as a positive person within your contacts then who are they most likely to think of when an opportunity arises? If all you do is moan, who will really want to work with a grump every day?!
- Many on-line forums offer opportunities to ask and answer Questions. Start to build your on-line reputation by seeking out others questions on your particular area of expertise and offer your views. Or try to generate a discussion by posing a question within a group about a “hot topic” that demonstrates your know-how. Over time people may start to seek out your opinions and who knows where this could lead!

Of course when looking for a job you have to pursue a number of avenues. Start by doing some desk research to identify your target potential companies. Then supplement this by connecting with people who know those companies through social media sites like Linked-In ... very soon you will have a powerful approach.

For more information about Michelle and the coaching services she provides visit her website www.coachU4success.co.uk or call her on 07717 122950.

Focusing you for success !

Contact : Michelle@coachU4success.co.uk