



Effective Job Search Online Presence Networking

SocialInnov

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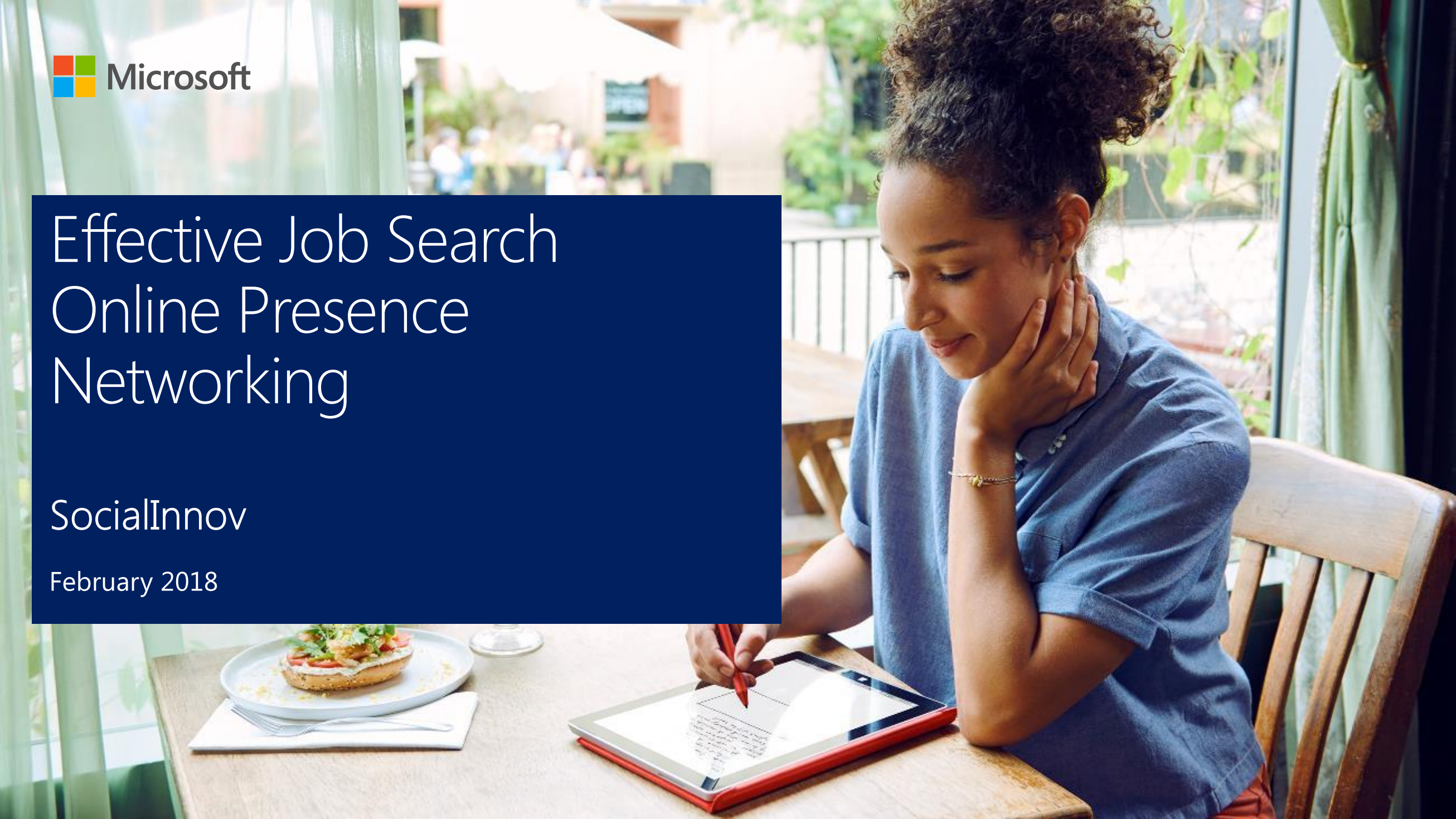
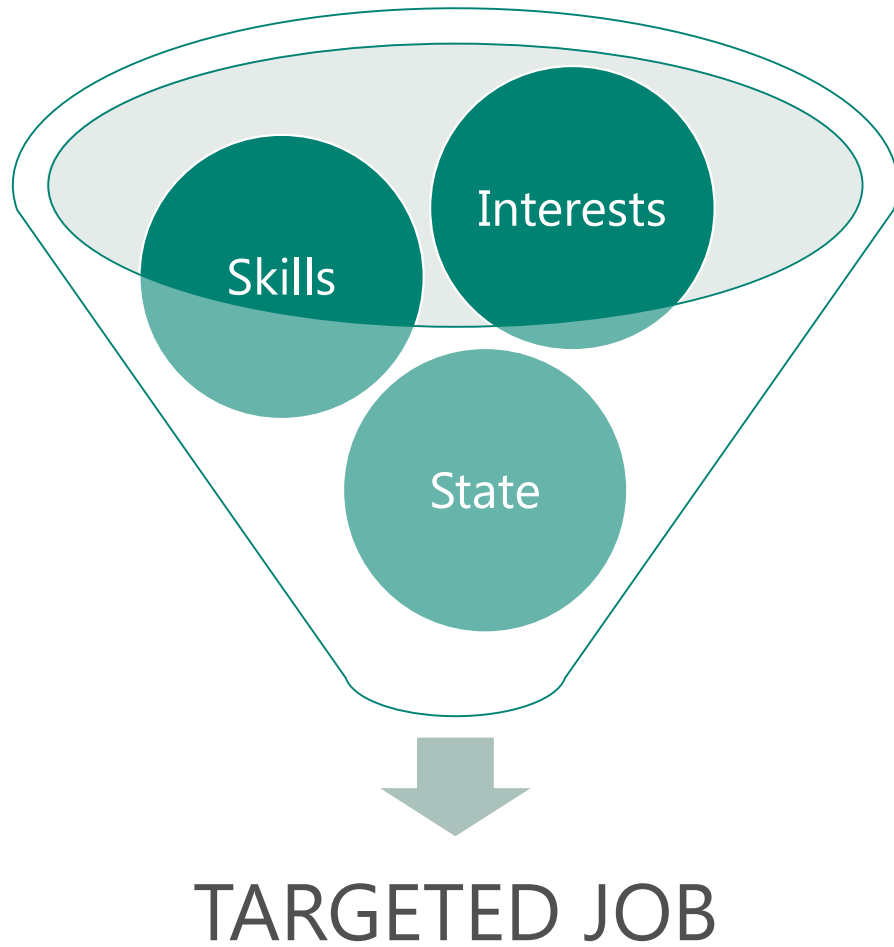


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The WHAT – set your goal



- Consider your Interests
 - Dreams
 - Aspirations
 - Hobbies
- Consider your Skills
 - Technical skills
 - Soft or interpersonal skills
- Consider your State
 - Location
 - Financial situation
 - Education

Finance Roles

Accounting



Procurement



Supply
chain



Financial
Analyst



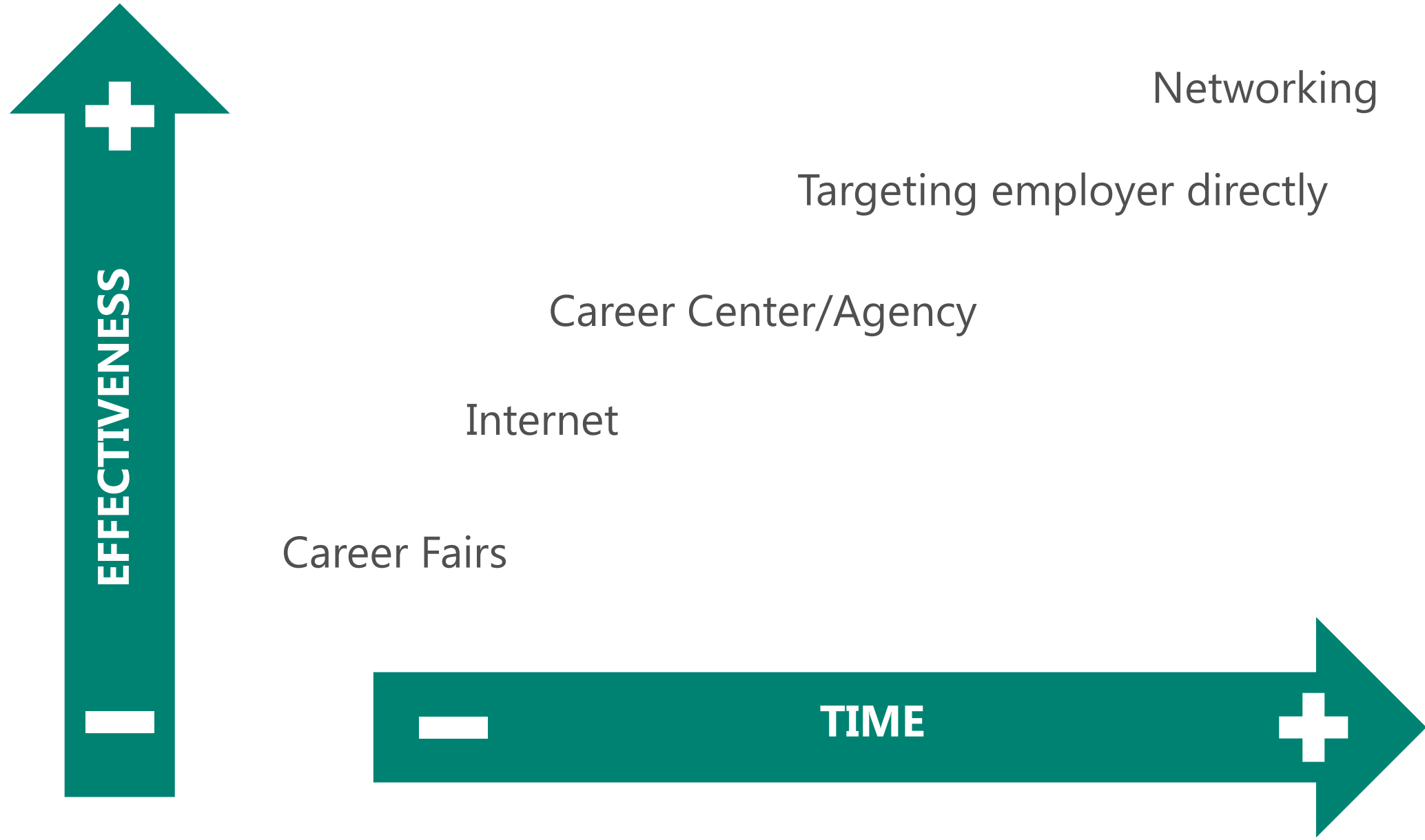
Credit
Control



Controlling



The HOW – searching techniques



Useful tips

1. Time things right = don't rush for a job search you have little interest in
2. Take stock = think about what you're selling
3. Plan for rejection = cultivate resilience
4. Gather evidence = draw up a long, unfiltered list of what you've done
5. Decide on your three main messages = experience, ability and personality
6. Research before you job search = gather info on your potential employer
7. Market test your CV = get feedback on it before spreading around
8. Get interview feedback outside the process = find someone who has interviewing experience who will give you honest feedback
9. List and research target organizations = you'll be a much more credible candidate if you've researched the sector in-depth and can say something about the main players
10. Use a multi-channel approach = don't kid yourself that spending all day in front of a computer screen is the best use of your time; get in front of people too

The CHANNELS – find the most relevant

- Online vs Offline
- Global vs Local
- Generalist vs Specialist

LinkedIn

MONSTER

Adecco

randstad

Manpower

ICAP
GROUP

Online
Global
Generalist

Online
Global
Generalist

Offline/On
line
Global
Generalist

Offline/On
line
Global
Generalist

Offline/On
line
Global
Generalist

Offline/On
line
Local
Specialist

Online presence – Digital footprint

Digital footprint

From Wikipedia, the free encyclopedia

Digital footprint or **digital shadow** refers to one's unique set of traceable digital activities, actions, contributions and communications that are manifested on the [Internet](#) or on digital devices.^{[1][2][3][4]}

Employment [edit]

A rise in social network use is being driven by college students using the services to network with professionals for internship and job opportunities. Many studies have been done on the effectiveness of networking online in a college setting, and one notable one is by Phipps Arabie and Yoram Wind published in *Advances in Social Network Analysis*.^[88] Many schools have implemented online alumni directories which serve as makeshift social networks that current and former students can turn to for career advice. However, these alumni directories tend to suffer from an oversupply of advice-seekers and an undersupply of advice providers. One new social networking service, Ask-a-peer, aims to solve this problem by enabling advice seekers to offer modest compensation to advisers for their time. LinkedIn is also another great resource. It helps alumni, students and unemployed individuals look for work. They are also able to connect with others professionally and network with companies.

In addition, employers have been found to use social network sites to screen job candidates.^[89]

Impact on employability [edit]

Social networking sites have created issues among getting hired for jobs and losing jobs because of exposing inappropriate content, posting photos of embarrassing situations or posting comments that contain potentially offensive comments (e.g., racist, homophobic or defamatory comments), or even political comments that are contrary to those of the employer. There are works which recommend friends to social networking users based on their political opinions.^[114] Many people use social networking sites to express their personal opinions about current events and news issues to their friends. If a potential applicant expresses personal opinions on political issues or makes potentially embarrassing posts online on a publicly available social networking platform, employers can access their employees' and applicants' profiles, and judge them based on their social behavior or political views.

Online presence – Reflections

- Digital activities are traceable.
- Employers use Social Network to screen job candidates.
- Posting inappropriate content can lead to difficulties in being hired or lose job.
- Personal, professional and digital life are interconnected. It is critically important to learn how to set boundaries.
- Use every media for its own purpose, for example:
 - LinkedIn for professional networking
 - Facebook for personal networking
 - Use others to build your personal brand (i.e. Twitter, Instagram, ...)
- Be yourself AND be mindful.
- Take control on privacy settings:
 - <https://www.linkedin.com/psettings/privacy>
 - <https://www.facebook.com/settings?tab=privacy>

Networking

