

STEM Placements and Internships Using Social Media to find Opportunities Guide

Did you know...?

- 52% of employers use search engines to research their applicants
- 71% of employers look for a candidate's previous employment on LinkedIn
- 59% of employers look for industry-related posts/engagement on social media.

Social media is a powerful tool when it comes to your professional online presence, networking opportunities, and finding placement and internships to apply for!



TWITTER

Follow companies you're interested in, and people who work at those companies. As well as following plenty of relevant people, be sure to start engaging with their tweets to get their attention and show you're genuinely interested in their thoughts

- If you come across an interesting article, retweet it and add a line or two of your own thoughts
- Twitter Chats are also a great way of doing this. These are scheduled (normally weekly or monthly) conversations on a subject where people use a specific hashtag to stay connected. Find some that are relevant to your industry and get involved
- Find the person who's currently working in the role you want, and look into their background, specialisms and interests, as well as any projects they're working on
- Some larger businesses will have a separate Twitter account for vacancies. For example, @Rolls-RoyceCareers is Rolls Royce's account for job and career opportunities
- Search popular hashtags like #nowhiring, #jobsearch or #placements, or more industry-specific ones like #engineeringplacements or #computinginternships, to find relevant vacancies.

LINKEDIN



- Include a cover photo - remember this is a work-related website so keep it looking professional (see our separate LinkedIn guide for more info)
- Say what you're looking for in your bio, and your degree subject
- Search companies you like, join groups, add people, use the alumni tool.
- Add a link to your LinkedIn in your CV, helps give employer more info.
- Engage with publications and comment on them



INSTAGRAM



- Use Instagram to search popular tags in your own field. Limit your use of them though, so as not to become annoying to other users
- Stay updated with your dream employers and industry heroes by following them on Instagram. You'll get an inside track on emerging trends in your field, as well as up-to-the-minute information on what prospective employers are doing.
- Some companies use Instagram to get the word out about their current vacancies.
 - Search hashtags like #placements, #internships, #engineeringplacements, etc. to search
 - By following companies, you'll know about things like their recent team-building and charity events, as well as emerging product lines, new projects, company developments and services etc. – because you saw it all on Instagram. Employers want candidates who care about the company and want **this** placement or internship, not just any! If you can show that you're passionate about the organisation, you'll have an advantage during the recruitment process.
 - Be creative. Think of innovative ways to use your account to enhance your job search portfolio. For example, if you were a book publicist, you might create an account with pictures of different cover art, book signings, literary events, or shots of people reading in various locations.

Other platforms

You could use YouTube, Flickr, WordPress or Etsy to showcase your talents:

YouTube – videos of your work

WordPress – Blogs of your work

Tumblr – Videos/blog or portfolios

Etsy – products you sell/make

Flickr – Photos of work or hobbies

Top tips!

- ✚ **Google yourself!** Run a quick search of your name online to help you to see what employers see when they search for your details on the Internet! Web tools like Brand Yourself also allow you to check your existing online presence for any potentially damaging results from your previous social media posts.
- ✚ **Reach out!** Think of careers or industries you might be interested in working in and follow/engage with employers who currently work for these types of companies. You could try asking someone about what they do and any advice they have for getting into their industry is a good place to start!
- ✚ **Keep up-to-date!** Setting up an online profile is no good if you leave it to gather dust – make sure to update your contacts with key information like any new qualifications you have achieved or work placements or volunteering you might have taken part in.
- ✚ **Get involved!** Read, share and comment on articles posted on sites like LinkedIn, as well as sharing your own content – this will show you have an active online presence and are not just a 'lurker'!

REMEMBER!!!

EMAIL THE STEM PLACEMENT AND INTERNSHIP TEAM GET FEEDBACK OR ADVICE REGARDING USING SOCIAL MEDIA IN YOUR SEARCH AT: stemplacements@brighton.ac.uk