

Social media and your employability



Sunderland
Futures



Increasingly students and graduates are using social media to search for jobs, present themselves and their work to employers and to build professional networks. The links will give you a good starting point in terms of using social media to enhance your employability.

This [Social Media and Your Career](#) podcast from Lucy Hawkins of the University of Oxford reveals the techniques of using social media for information gathering, active self-marketing and networking.

This [Using Social Media to Enhance Your Employability](#) leaflet from the University of Sheffield gives an overview of how to use each social media tool to support your career planning and job search.

The [Managing Your Digital Footprint](#) leaflet gives you advice on managing the collection of information about you that builds up through your online activity. This is important as employers will often search the online presence of candidates for jobs.

LinkedIn is a great tool for developing professional networks. The [LinkedIn for students](#) webpages give advice on how to use it to your advantage, from building your 'personal brand' to communicating and networking to get your career started.