Online Professionalism & Employability

Using social media to become **more employable**

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What influences recruitment and selection?

Positive

- Professional image
- Good communication skills
- Volunteering
- Involvement with charity
- Posts about societies/sports
- Posts/information showing a wide range of interests
- Posts/photographs showing creativity
- Posts/information showing interest in the field
- Information confirming qualifications/experience
- Online profile gives positive impression of candidate's personality
- Consistency of information found on different social media platforms
- Posts about receiving an award/a distinction
- Post where others praised the candidate for academic or professional achievements

Negative

- Unprofessional screen name
- Offensive language
- Bad spelling or grammar
- Discriminatory comments
- Strong political posts
- Sexual posts
- Inappropriate photographs
- Posts about procrastination
- Derogatory posts about university/ university staff
- Derogatory posts about previous employer
- Derogatory posts about work colleague
- Posts/pictures about alcohol use
- References to use of illegal drugs

Rank the top five:
...for you
...for employers
...for students

Positive influences 👍

Employers

1. Communication Skills
2. Image
3. Qualifications
4. Interest in Field
5. Personality
6. Volunteering
7. Consistency
8. Recommendations
9. Awards
10. Charity
11. Interests
12. Creativity
13. Societies

Students

1. Qualifications
2. Interest in Field
3. Volunteering
4. Communication Skills
5. Personality
6. Consistency
7. Charity
8. Awards
9. Image
10. Recommendations
11. Interests
12. Creativity
13. Societies

Negative influences 👎

Employers

1. Discriminatory comments
2. Sexual content
3. Inappropriate photos
4. Posts about drugs
5. Comments about employers
6. Comments about colleagues
7. Bad language
8. Bad grammar
9. Comments about the University
10. Unprofessional screen name
11. Political posts
12. Posts about procrastination
13. Posts about alcohol

Students

1. Discriminatory comments
2. Posts about drugs
3. Comments about employers
4. Bad language
5. Comments about colleagues
6. Inappropriate photos
7. Sexual content
8. Comments about the University
9. Unprofessional screen name
10. Bad grammar
11. Posts about alcohol
12. Political posts
13. Posts about procrastination

Activity

o What are the most common career routes for your students?

o What kind of digital profile will help them?

    o Think about content, specific sites (e.g., LinkedIn vs. ResearchGate)

o Are there specific pitfalls they should avoid?

    o E.g., for some sectors, overtly political posts are perfectly acceptable (think an academic posting about Brexit), for others, this would be inappropriate (civil service).

o What advice could you give to your students?

    o Level 1

    o Level 2

    o Level 3

    o Level 4