INTRODUCTION

A professional on-line presence is increasingly important for job seekers, and can help you to make contact with people in roles and industries that interest you.   Many employers look up job applicants on-line, and potentially assess your on-line presence will often tell them a considerable amount about your background, interests, skills, qualifications and personality. As a result, you'll need to make sure that you know what such a search might reveal about you!

If you are seeking advice on submitting on-line job applications you'll find resources on this under the 'applying for work page' tab in the 'Get slected' section of the Career and Employment Service's website - http://careers.massey.ac.nz

MAXIMISING YOUR ONLINE PRESENCE

You'll be keen to maximise your chances of making useful connections. One way of doing so is to 'like' the Facebook page of organisations that you're keen to work for and using any 'questions and answers' feature that they offer. See: http://www.facebook.com

LINKEDIN

We recommend creating and regularly updating a professional profile on LinkedIn http://www.linkedin.com The site has useful video-based guides for students and graduates on using it for job search. LinkedIn also offers the option of connecting with other users and of joining a myriad of groups including professional associations. Groups allow you to participate in discussions that will help you to notify others of your knowledge and interest in a role; organisation and industry.   There is a wealth of video-based LinkedIn tutorials on YouTube – https://www.youtube.com

TWITTER

Twitter is another means of interacting with organisations; professional associations and individuals and any number of on-line networks: http://www.twitter.com. Many of these offer you the option of posting content; questions and observations. With Twitter consider setting up keyword/hash tag combination searches and subscriptions for updates.

BLOGS

Blogs are worth using to ensure your online profile is maintained. This can be done by developing your own blogs or by commenting on those of others. They can be an opportunity to showcase your creativity – as can web pages; profiles or online videos. These are particularly important where you're seeking to enter media or other creative sectors.

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RSS FEEDS

When you're job seeking, you might want to consider using RSS feeds. RSS or Really Simple Syndication Feeds offer you the chance to have job updates sent directly to you. You can read them whenever you like and they'll be based on search criteria that you set.

Whilst not all sites use RSS, you can create feeds for sites that don't offer them. One of the services that can help you with this is Feedity – see http://feedity.com/.

You will also need a feed reader – a selection of RSS readers can be found at http://alternativeto.net/software/google-reader/.

Make sure that your search terms are not too broad and that you use "quotation marks" to keep them together. Additionally, consider using FeedRinse to filter your feeds to remove irrelevant results. You can access FeedRinse at http://www.feedrinse.com

With feeds that you're keen on, select the orange RSS symbol (see above) or the link on the page. In some instances you'll be able to add the feed directly into the feed reader that you use.

RSS Feeds can be a great way of having relevant vacancies sent to you automatically, based on search terms that you've set. Related to this, job aggregator tools such Simply Hired or Indeed.com can save time you time. For more information on these go to http://www.simplyhired.com and search on New Zealand and access http://nz.indeed.com/. Commonly job aggregators collate posted vacancies from major job sites; niche boards and the sites of a wide range of organisations.

PRIVACY AND SECURITY

It's a good idea to assume that anything posted on-line can be found and might never go away. On a regular basis, explore what you can find on-line about yourself and remember never to post anything that might damage your reputation or embarrass you. Watch what others post about you too – including your friends and family.

As a start, ensure that you have strict privacy settings on any social media sites that you use. Do the same with any blogs that you write and websites that you control. Take out of these any content that you wouldn't want to be publicly accessible. Consider establishing a 'Google Alert' for your name. You can find more information on this by going to https://support.google.com/alerts

Google Alerts are emails sent to you when Google finds new results that match search terms that you set. You can use Google Alerts to monitor anything on the web. By using your name as a search term, you'll usually be notified when something about you is posted on-line.

MORE INFORMATION

For further information on using social media and on looking for work in general contact the Career and Employment Service – http://careers.massey.ac.nz

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