

# James Craven

Professional Headhunter, Sagar Wright

*James has recognised a shift in the way that social media is used by professionals and how recruiters are relying more and more on LinkedIn to research and source candidates.*

## Social media - an essential element of the graduate recruitment process

There was a time, not so long ago, where applying for jobs was done through the newspaper and you would go into an interview with little knowledge of who the interviewer would be. However, communication has changed significantly and so have graduate recruitment processes. Social media, in particular LinkedIn, has opened a new avenue of professional research, not only for the employer, but also for the interviewee.

“It is important that when graduates are looking for jobs that they understand how important social media now is to that process.”

## Your Digital Footprint

James urges graduates to take control of their digital footprint and to be aware of their presence on sites that they might not have visited in a while.

It is a good idea to review information about you online whether that's Facebook, Twitter, Instagram, Flickr, or accounts that you may have set up before arriving at university on platforms like Myspace or Bebo. Remove anything that you wouldn't want an employer to see.



As a professional headhunter, James knows exactly how important LinkedIn is to the graduate job hunt.

*Reviewing the information that appears about you online should be a regular activity.*

“If you've got pictures of yourself online passed out at the Full Moon Party in Ko Phanagan, it might be time to take those down.”

Regularly review the information that appears about you online and familiarise yourself with the privacy settings of any social media platforms that you appear on.

## Using LinkedIn to present yourself professionally

However, failing to have a digital footprint may be just as damaging as having a bad one:

“I've heard stories of employers researching candidates and declining them on the basis that they didn't have a LinkedIn profile because they didn't think they were taking the job hunt as seriously as other candidates.”

Your LinkedIn profile should present your professional self. It should be complete, appropriately written, with content that is engaging and accurate.

Another important consideration is that details on your LinkedIn profile such as dates and job titles should match those that you present to employers as part of an online application or CV. Some employers will disregard your application if these essential details don't match. Honesty and professionalism are key - make sure you don't get caught out!

## Further resources

You can find further information about how to present yourself professionally on LinkedIn at <https://university.linkedin.com/linkedin-for-students>

Written by Haleema Khan

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