

SOCIAL NETWORKS AND JOB SEARCHING

Professional social networks are virtual spaces for relationships between professionals, where information is exchanged and connections are created. They are tools that bring visibility, knowledge and contacts to enhance your job search.

Get the most out of social networks

They will help you find your future workplace

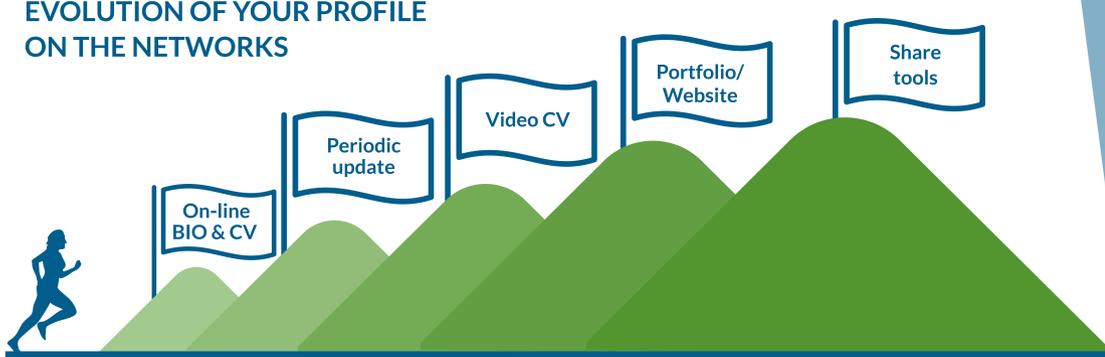


1 YOUR PROFILE

This is a virtual CV that demonstrates who you are and what you have to offer as a professional

- Write clearly and specifically, avoiding generalities.
- Always keep your information updated. Add any news.
- Provide references and links so they can know about work experience, articles, projects, etc.
- Use keywords so you can be found with a simple search.

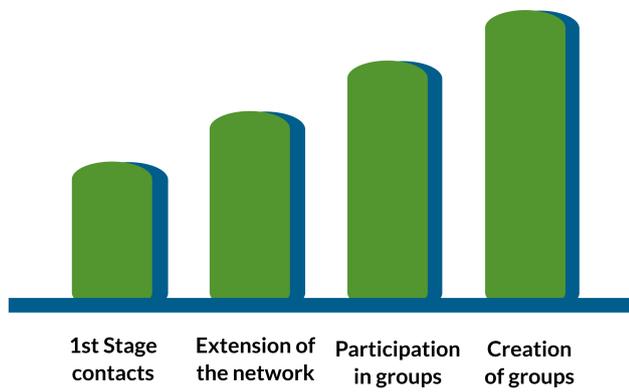
EVOLUTION OF YOUR PROFILE ON THE NETWORKS



2 YOUR NETWORK OF CONTACTS

This comprises all your contacts and whatever you share

- Connect with people with whom you share a profession and/or interests.
- Each new contact you add contributes to your network.
- Contacts must be of quality, relevant to you.



EVOLUTION OF YOUR NETWORK OF CONTACTS ON SOCIAL MEDIA



3 THE MANAGEMENT OF KNOWLEDGE

Your network is a place to share information and knowledge

- What you share should be related to your professional profile.
- You must keep your network active: share, contribute and receive information.
- Start participating slowly and then increase the rate.

DEVELOPMENT OF KNOWLEDGE MANAGEMENT



Find information Share it Create your own content

The experts recommend:

- Set yourself a strategy for finding a job, defining the role your professional network should play.
- Focus on one network: it is better to manage one profile rather than having three profiles on different networks.
- The Internet isn't everything! Participate in and/or encourage face-to-face meetings with your contacts. You will strengthen the relationship.
- Dedicate time and persevere. Actively participating is key to getting results.
- Don't be in a hurry. Generally, networks provide results over the long-term.

WOULD YOU LIKE TO KNOW MORE?



- Marketing in the search of work +
- Networking and social networks +
- You have one minute to convince (video) +