Importance of ‘social media’ for graduate recruitment

Use social media to...

“Your CV that never sleeps”
Consider privacy settings

Develop your personal brand
Keyword searches
Alumni Career Insights on LinkedIn
Discussion groups
Key influencers
Comment on posts

Build industry knowledge

Find key contacts

Access job vacancies

Identify key players
Current issues
Follow organisations
Join industry groups

Set up alerts
Monitor opportunities to build knowledge
Be discoverable
Which social media channels?

- **LinkedIn**
  - Personal profile (photo & online CV)
  - Join groups, follow companies.
  - Rich resource for researching organisations, and contacts
  - Jobs board
  - Advice for students at students.linkedin.com

- **Twitter**
  - Follow companies
  - Some use specific "careers" tag eg @BBCcareers
  - Link to your LinkedIn profile
  - Use #job along with keywords to find roles
  - Create meaningful content

- **Facebook**
  - Seen as more personal than professional
  - Check privacy settings
  - "like" company pages to stay up to date.

Others?
YouTube? Instagram?
Other localities?
Make the most of your time at Oxford – be curious, be proactive, get involved…

- Academics, other students and post-docs, alumni
- Seminars, lectures, conferences (www.talks.ox.ac.uk)
- Professional institutions (eg IOM³)
- Advice, information, development programmes and internships from the Careers Service…
Get one-to-one guidance

**To book**, log-in to CareerConnect, click on “Appointments” then “Search & Book”.

See our specialisms at www.careers.ox.ac.uk/advisers
Bespoke workshops & seminars for DPhils

Career management for research staff & DPhils (13 Oct)

CV & cover letter skills for DPhils & research staff (2 Nov)

Academic application & interview skills for researchers (14 Nov)

Interview & presentation skills for researchers (23 Nov)

Too late to change direction? (for researchers) (28 Nov)

Insight into Academia: Myths and realities (7 Nov)

Insight into Academia: Conversations (21 Nov)

To see details and book, login to Career Connect at www.careers.ox.ac.uk & search events
The Student Consultancy

Work in teams over a term to address a strategic issue or business problem for a client organisation in Oxfordshire.

An opportunity to:
• Contribute to the local community and gain solid work experience
• Tackle strategic business issues and concerns
• Develop key employability skills such as self-management, team working, business and customer awareness, problem solving and communication
• Provide demonstrable examples of keys skills for your CV or for use in job interviews
• Gain an awareness of the commercial, social and behavioural contexts of professional environments

Hilary Term applications now open
www.careers.ox.ac.uk/the-student-consultancy/
Join our internship programmes

Summer Internship Programme
- 4-12 weeks
- Many sectors & locations
- Apply by 19 Feb (international internships) or 12 March (UK internships)

Micro-internship Programme
- 2-5 days in 9th week each term
- Many sectors, most in Oxford
- Advertised from 0th week each term, deadline Monday of 3rd week

www.careers.ox.ac.uk/internships
Join our development programmes

Insight programmes

Ignite

- Teaching
- Medicine
- Pharm/biotech
- Business

One-day workshop on career confidence for academic careers

Next Ignite for women researchers is 4 December – book online
Attend talks & workshops, connect with employers

Hone your application skills

Learn about different sectors

Investigate further study

Fairs and employer presentations

Events specifically for
- Disabled students
- International students
- DPhil and research staff

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Event Description</th>
<th>Time</th>
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<tbody>
<tr>
<td>6th Week</td>
<td>Mon 7 Nov</td>
<td>The General Medical Council: Friend or Foe? Views from the Frontline</td>
<td>17.15-18.30</td>
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<td>Wed 8 Nov</td>
<td>How to Demonstrate Commercial Awareness (Employer led)</td>
<td>13.00-14.30</td>
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<td>Wed 8 Nov</td>
<td>Insight into Business – Workshop 3</td>
<td>15.15-17.45</td>
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<td>Wed 8 Nov</td>
<td>Tips for Writing Better CVs and Applications</td>
<td>16.15-17.00</td>
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<td>Thu 9 Nov</td>
<td>A Risky Business – Careers in the Pharmaceutical Industry</td>
<td>14.00-16.00</td>
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<td>Thu 9 Nov</td>
<td>Everything you Need to Know About the Bar</td>
<td>14.15-16.15</td>
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<td>8th Week</td>
<td>Mon 20 Nov</td>
<td>Getting into the UN</td>
<td>17.15-18.30</td>
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<td>Tue 21 Nov</td>
<td>Academic Application and Interview Skills for Researchers</td>
<td>13.15-13.45</td>
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<td>Tue 21 Nov</td>
<td>Writing Applications for Postgraduate Study</td>
<td>14.00-14.45</td>
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<td>Tue 21 Nov</td>
<td>Laidlaw Application Support Session</td>
<td>14.00-14.00</td>
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<td>Wed 22 Nov</td>
<td>Improving your Interview Technique, (Employer led)</td>
<td>14.30-16.00</td>
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<td>Wed 22 Nov</td>
<td>Legal Case Study and Interviews Session</td>
<td>14.30-16.30</td>
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<td>Thu 23 Nov</td>
<td>Civil Service Policy Game</td>
<td>14.00-17.00</td>
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<td>Sat 25 Nov</td>
<td>MBTI Workshop</td>
<td>10.00-13.00</td>
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<tr>
<td>9th Week</td>
<td>Mon 4 Dec</td>
<td>Tips for Writing Better CVs and Applications</td>
<td>12.15-13.00</td>
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Using Social Media to Enhance your Career Prospects, 13.00-14.00
Exploring Careers for Arts Students, 16.00-17.00
Laidlaw Application Support Session, 12.00-14.00
Insight into Academia: Conversations, 13.00-14.00
Maths Institute
Meet over 30 recruiters from a range of sectors all looking for students with numerate degrees. Plus attend our talks:
- Career Options for Mathematicians, 15.15
- Careers in Research for Mathematicians, 16.00
Tackling Tough Interview Questions, 13.15-14.00
Interview and Presentation Skills for Researchers, 13.30-16.00
Careers in Creative Industries, 12.30-14.00
Too Late to Change Direction? (for Researchers), 9.30-12.00
Making the Most of your Internship, 12.30-13.30
Ignite: Careers in Academia for Women Researchers, 9.30-16.00
Explore more online: Information & advice
Explore more online: CareerConnect

www.careers.ox.ac.uk
Visit us in person
56 Banbury Road, OX2 6PA

Or see us in your college or department...

www.careers.ox.ac.uk
‘What could you be doing now to maximise your chances of winning your dream–job when you graduate?’

Be curious, be proactive, get involved...