



Looking to the Future

LOOKING TO THE FUTURE



Using social media in a careers context, and overview of careers support at Oxford

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Curate your digital profile



“If you do not have a clear online presence, you are allowing Google to create your identity for you.”

- Be up to date and consistent across platforms
- Use a recent photo
- Always be courteous
- Search your own name to check what is out there!
- Set up a Google alert/Google scholar alert



Which social media channels?



- 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



- 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



- Seen as more personal than professional
- Check privacy settings
- Like company pages to stay up to date.

Others?
YouTube? Instagram?
Other localities?
Researchgate.net,
Academia.edu, Blogs

Telling your online story



Be authentic. The best online identities are real, honest, and focus on what makes you unique and what you can offer. Personal branding is not about sales or spin.



Avoid clichés. Words like “creative,” “extensive experience,” and “team player” appear on so many profiles that they’re almost meaningless. Find unique ways to describe your skills.

Be consistent. Make sure all the pieces of your professional footprint are consistent and send the same message — from your LinkedIn profile to your CV to other social networks.

Give generously. Helping others is a crucial way to build your own personal brand. Give advice, share job leads, provide endorsements, and congratulate people on their successes.



Making your online story work for you



Upload a profile photo. A professional-looking photo means your profile is more likely to appear in employer searches.



Use keywords not buzzwords. Use terminology that is common in the sector in which you want to work, not generic words and phrases. Think about specific search terms a potential employer might use.

Get recommendations and endorsements. These mean your profile will display far higher in the search results.

Change your URL. Use your name or something associated with the sector you want to work in – don't just be a random list of numbers and letters!



Making your online story work for you



More advice:

- **Vitae Digital Hangout: Navigating your Digital Profile:**
https://www.youtube.com/watch?v=cbt93yS_ml0&feature=youtu.be
- **Create and Managing an Online Scholarly Presence:**
<http://guides.library.illinois.edu/onlinepresence>
- **Networking advice:** <https://www.careers.ox.ac.uk/networking/>
- **Linked in tips:**
<https://university.linkedin.com/linkedin-for-students>
<https://targetjobs.co.uk/careers-advice/networking/449493-the-graduates-guide-to-creating-the-perfect-linkedin-profile>

<https://skills.it.ox.ac.uk/molly> for free access to



LEARNING

What do employers want?



Specialist knowledge: only one aspect of the picture

Transferable skills: teamwork, communication, leadership, commercial awareness, initiative – see www.careers.ox.ac.uk/employability-skills for the basics

Demonstrable interest: what experience/knowledge have you got re the sector? Internships, volunteering, experience/insight programmes... www.careerweaver.ox.ac.uk

Motivation to work for them specifically: *not* a cut-and-paste cover letter. Convince them why they are the best place for you/you are right for them. Values, culture.

A rounded individual: a human being who has interests and a life beyond their work – someone we want to go for a drink/coffee with on a slow Friday!

Resources for moving on



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)
- MPLS support for development
- Advice, information, development programmes and internships from the **Careers Service**...

Careers events, seminars & workshops



- Careers Fairs
- Introduction to series
- Sector talks
- Skills workshops
- Employer presentations and events

Learning Programmes & internships



The Oxford Strategy Challenge

- Team-based hackathon-inspired consultancy challenge



Insight into.... Programmes

- ...strategy & management
- ...publishing
- ...medicine
- ...pharmaceuticals/biotech
- ...teaching
- ...academia



Microinternship programme

- 2-5 days during vacations
- Advertised each term
- Variety of sectors and project types

Summer internship programme

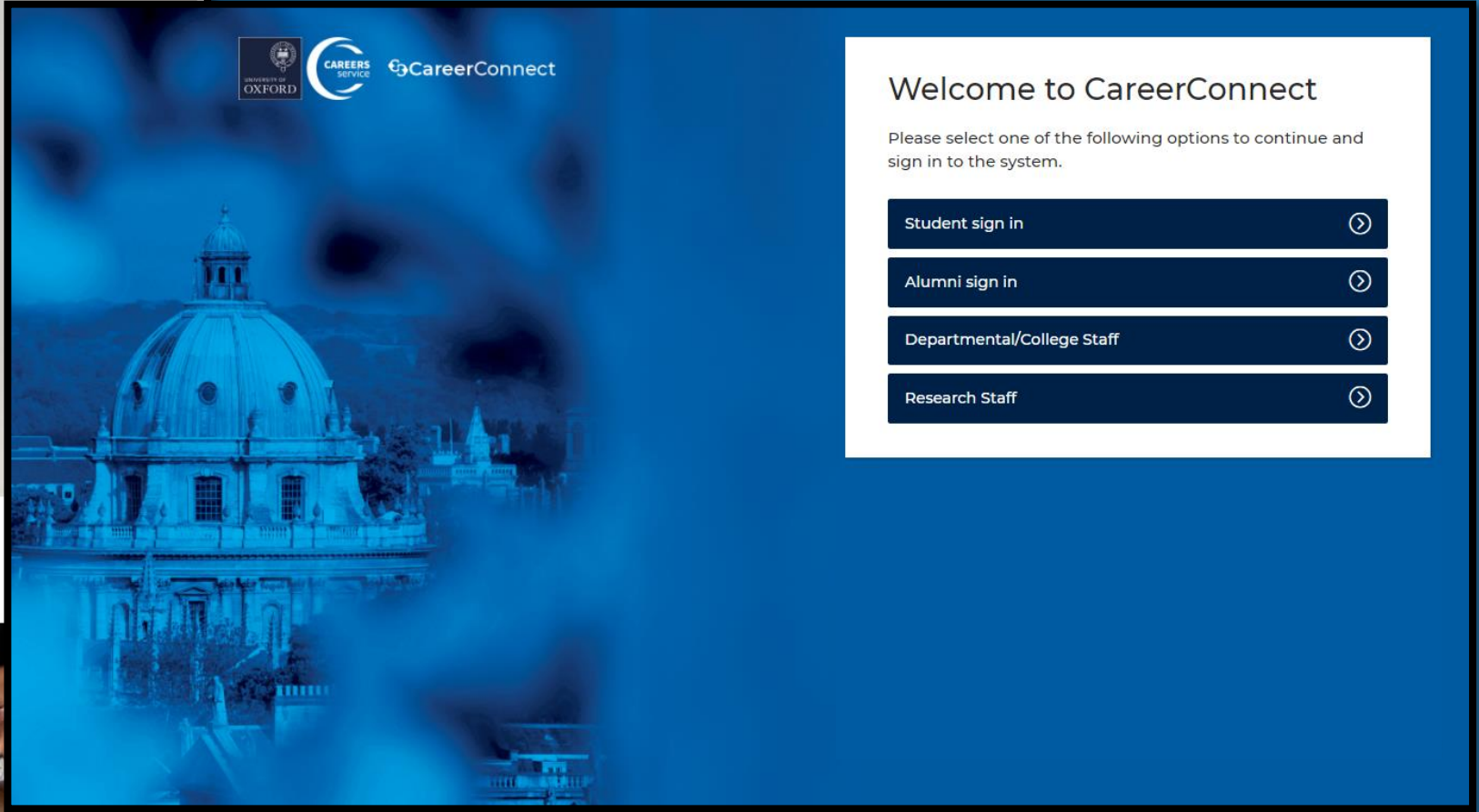
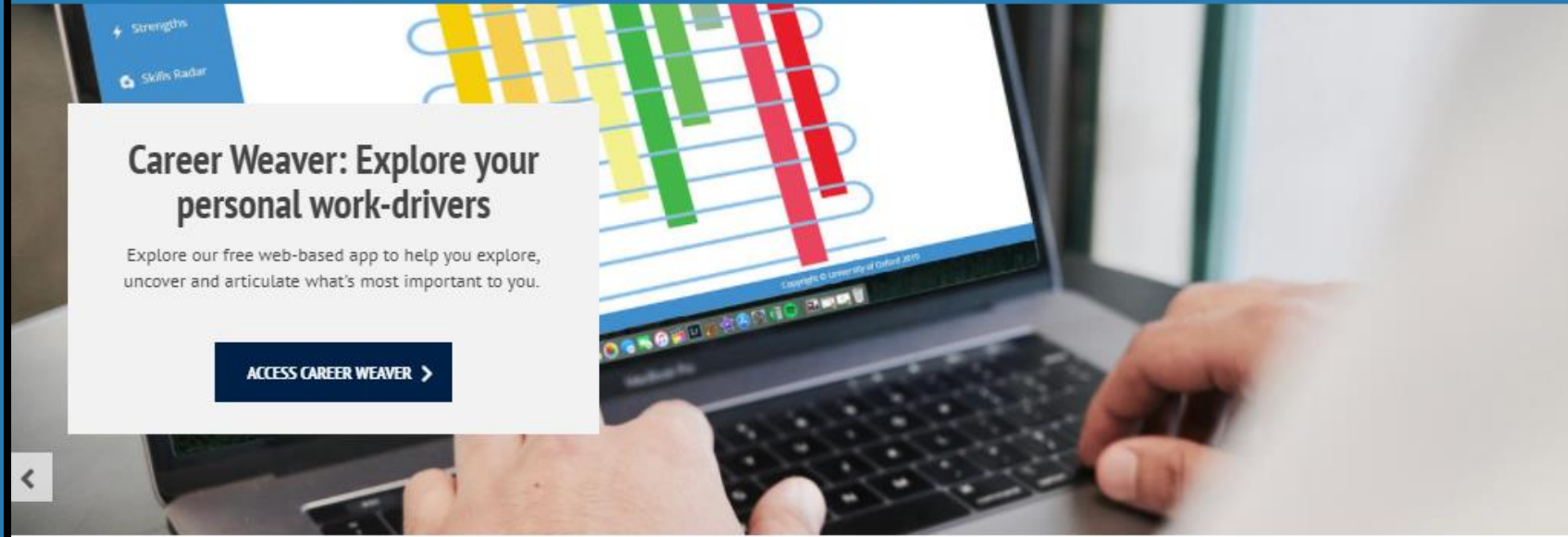
- 2-12 weeks in summer vacation
- Defined project, financial support
- Global opportunities in diverse sectors



Lots to explore online



www.careers.ox.ac.uk



Get the information that's right for you

Undergraduates and Postgraduates >

Support for current students

Resources and opportunities to help you at the start of your career.

Research Students and Staff >

Resources for researchers

Dedicated support at all stages of progression as a researcher or beyond.

Alumni >

Careers advice for alumni

Careers advice and support available for alumni.

Recruiters >

Recruit at Oxford

Find out how to promote your organisation among Oxford students.

Learn about your sector of interest!

The Sectors and Occupations section on our website provides useful guides to a wide variety of industries and professions. Each careers briefing includes an overview of the sector, the skills and experience you may need, the process of getting a job in that particular field, and suggests a variety of resources.



Individual support



Meet with a careers adviser

- Book 20 minute appointments when you need them
- Appointments for researchers and alumni too
- Health- and disability-related careers support
- Confidential and impartial
- See our specialisms and how to book at www.careers.ox.ac.uk/see-careers-adviser

getting started | sector strategies | interview prep | internships | further study advice |
identifying resources | clarifying interests, motivations, values | cv/letter feedback | & much more