Looking to the Future

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

Hugh Nicholson-Lailey
www.careers.ox.ac.uk
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?

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?
- 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=cbt93ySMl0&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-linked-in-profile

https://skills.it.ox.ac.uk/molly for free access to
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](http://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](http://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/youd 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](http://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
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