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 **Job Access**



**How to  
Get that Job  
Online**

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AN AUSTRALIAN GOVERNMENT INITIATIVE

***Done right, an online presence is an important tool for networking and useful tool for employers to understand your talents and experience.***

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## ***1. Stop - think before you post***

*If you use social media forums assume a future boss will read everything you share online.*

*Online concerns about inappropriate comments, unsuitable photos and videos have resulted in many a candidate missing out on that job.*

## ***2. Develop a personal brand statement***

*Outline who you are and what you do so prospective employers get a feel for how you can benefit their company.*

*This personal brand statement should be your sales document and should be embedded with key words linked to the position you want.*

***Done wrong, it can rule you out of a job!***

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### ***3. Limit yourself to a few social-networking sites***

*Maintain the personal touch not a machine-gun approach.*

*A few well done online profiles on Facebook, Twitter and LinkedIn is far more effective than blanketing social media networks with half-done profiles and out-of-date profiles.*

### ***4. Choose connections and friends wisely***

*It's a quality game more than a quantity game. Only add people to your networking site that you actually know or with whom you've done business.*

*A recruiter may contact one of your connections and ask about you so make sure they are people you know and trust.*

*When networking with someone online spend an extra five to ten seconds to write a line or two about how you know 'mutual friends', why you'd like to connect to them and that you're more than happy to introduce them to others in your network.*

## **5. In-person networking beats online applications**

*Jobseekers only applying for jobs online instead of combining in-person networking will miss out on 'hidden' opportunities.*

*Most high-level jobs are not posted online and in-person networking is needed to uncover these higher-level positions.*

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