

## Document 1

### Jobs and social media

In the era of information overload, [...] it was inevitable that the labour market would also be impacted by the 'always on' syndrome and by social networks. It's a continually developing revolution, bringing with it new skills and expertise. [...]

- 5 Candidates use websites (85%) more than social media (33%) and indeed have a negative opinion of how effective they actually are. It seems paradoxical (but it is not) if we think that just 45% of those who browsed through company websites received a job offer by email, while this figure falls to 12% for those who used social media platforms.

- Yet very few people stop to think about how important their web reputation is. It's a fact  
10 that 55% of candidates believe that the image that emerges of them on social media does not represent their true personality. On the other hand, 72% of recruiters consider personal profiles to be a true reflection ... more accurate than a static tailor-made CV. So much so that 44% of recruiters admit they have rejected candidates after having checked out their social media profiles - even though their CVs were solid. Inappropriate photos and  
15 personality traits which do not match the role applied for, are the main reasons why candidates are ruled out.

*Adapted from [www.morningfuture.com](http://www.morningfuture.com)*

*April 23, 2020*

## Document 2



<https://medium.datadriveninvestor.com>

## Document 3

### Why Use Social Media in Your Job Search?

If nothing else, it can help demonstrate to potential employers that you have some technological skills and understand internet and social media trends. However, there are other advantages to using social media for a job search:

- Helps you build your personal brand
- Lets you network and connect in ways you can't in person
- Makes you "more visible" to hiring managers and recruiters that mine social media for prospective candidates—even when you aren't actively searching for a job
- Gives you a chance to interact with companies you want to work for

If that's not enough to convince you that you should incorporate social media in your job search, consider this: in 2017, 87% of recruiters reported using LinkedIn to source candidates, and 55% reported using Facebook.

If you're not on social media, you might be missing out on job opportunities!