

# Chapter 4

## Your professional Social Media presence

### Annex 3 - Instagram Tips

On Instagram, a photo and video sharing social networking service, you can follow some tips that will not only provide you with more information about the application but will also definitely help you to successfully employ Instagram for your job hunt task. This platform can be used as an excellent personal branding machine. If you have interest in a specific field, then you can post your pictures related with similar tasks done by you. interest in a specific field then you can post your pictures related with similar tasks done by you. For instance, if you want to be a chef then you can post your images with different dishes made by you. If you really want to grab your dream job through Instagram then you should brand yourself effectively and in right direction so that you are successfully able to capture attention of your preferred company.

- ✓ Become a follower of the organisation/company's profile. You need to follow and stay connected with works they are doing.
- ✓ Build a connection with your preferred companies. A way to begin this is to comment on their photos. You can also ask questions to stay in touch with current employees. You can also answer any question posted by them. This will also help you in creating a positive impact on employees of the firm.
- ✓ Write a bio on your profile. You need to make sure that you do not leave your bio incomplete as this does not impress professionals at all. Search for attributes related to the industry in order to outline most impressive bio.
- ✓ Update your profile picture to not look unprofessional. You can have a more informal picture but avoid uploading an embarrassing photo.
- ✓ Link your Instagram account with other social media platforms such as LinkedIn and Twitter.

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