

Chapter 4

Your professional Social Media presence

Annex 4 - Trainers' information on Instagram as "personal branding machine"

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. 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 the right direction so that you are successfully able to capture the attention of your preferred company. You can use this personal branding machine for your career search.
- **Become a follower** of the organisation/company's profile. You need to follow and stay connected with the work 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.
- **Utilise Hashtags** when you are posting a picture on your profile or a story. It is one of the most efficient ways to bring notice of your preferred company towards your account. In this case, you can use industry keywords as hashtags in order to describe the picture you have posted. If you have attended an important event of the company then you can post such a picture and hashtag it with the same keyword that the company has used to promote the event. In this situation, your photo will become more searchable for those who are keen about the event.
- **Engage in promotional contests**. Companies are consistently organising contests in order to generate more potential followers. If you are too interested for a firm then it is wise that you regularly take part in all online competitions organised by them. This will help you have more positive impact and will also increase your credibility and fame among employees of that company.
- **Use the Location option** when posting pictures on your profile or creating a story, especially if you are attending an event of the company. In case you want to look for a job locally, then this can be of great help to you. They can click on the location tag which will take them to all photos posted under that location. You might gather their attention!
- **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 the 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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