



SOCIAL MEDIA

*PREPARED BY THE STUDENTS OF ÖRFİ ÇETINKAYA
VOCATIONAL AND TECHNICAL HIGH SCHOOL -
TURKISH STUDENTS FOR «FIT FOR WORK IN EUROPE»
BULGARIA TRYAVNA*



Co-funded by the
Erasmus+ Programme
of the European Union



CONTENTS

In this presentation, we will represent you a three other social media platform that helps you a find jobs in Turkey and other countries.

- **Five tips for finding job on social media**
- **LinkedIn**
- **Kariyer.net (Turkish site)**
- **Twitter**

There are 5 important tips to use your social media account for searching jobs

1. Use Your Real Name

It can be tempting to pick a punchy nickname or handle when making your profiles but, as much as possible, use your real name. This both looks more professional and means that people will be able to find your profiles when they search for your name.

2. Keep Your Image Professional and Consistent

You should have a clear, friendly, recent, and appropriately professional image to use across all platforms.



3. Get Your Personal Branding Down

In addition to a consistent name and consistent photo, you should have a consistent brand across your social platforms. You want people to know who you are, what you do, and where you're going.

4. Follow Job Search Experts

Following job search experts is the obvious way to use Twitter while searching for jobs—and it's a good one! Doing so will keep your feed constantly updated with new advice and inspiration to help you land that next gig.

5. Follow Company Jobs Accounts

Many companies have social media accounts dedicated to their hiring initiatives—and following them is a great way to stay on top of any new jobs. If it is a smaller company or doesn't have a dedicated jobs account, following the main company account for places you'd like to work is a good idea.

LinkedIn

LinkedIn is a social network for professionals. Whether you're a marketing executive at a major company, a business owner who runs a small local shop or even a first year college student looking to explore future career options, LinkedIn is for anybody and everybody who's interested in taking their professional lives seriously by finding new opportunities to grow their careers and to connect with other professionals.

It's sort of like a traditional networking event where you go and meet other professionals in person, talk a little bit about what you do and exchange business cards.

In Turkey LinkedIn has over the 4 million users. And these job ads are generally on IT sectors.

The LinkedIn logo is displayed in a white oval with a soft glow. It consists of the word "Linked" in a bold, black, sans-serif font, followed by the letters "in" in a white, sans-serif font inside a blue square.

Kariyer.net

Kariyer.net is the first and largest online recruitment companies in Turkey. Established in 1999, it marked the emergence of online recruitment practice in the country. By leveraging new technologies, Kariyer.net has been a market leader in the recruitment sector for the past 14 years.

As of 2013, Kariyer.net hosts 18 million resumes and serves 49 thousand recruiting companies. Every month, 15,000 new jobs are posted. The monthly number of applications is about 5 million, 10% of which comes from mobile applications.

If you're looking for job opportunities in Turkey, you should use this site. Job ads are generally in Turkish language. But some of the international companies publishes in English language.



Twitter

Although Twitter is not a professional networking site as such, there are still many ways you can leverage its platform to connect with professionals and find job opportunities. However if you are going to use twitter for job hunting then remember to keep your activities strictly professional – it's best to set up a separate job search account and make sure that your profile reflects your professional life by including your job title and even a link to your LinkedIn profile.

You can also share and comment on job related content on Twitter to boost your own profile and provide value to your own followers.





THANKS FOR YOUR ATTENTION 😊