

SOCIAL MEDIA & AI

 **GUIDE TO FINDING A JOB** 

JOB HUNTING IN THE DIGITAL AGE

- Networking happens on platforms like LinkedIn, X and TikTok.
- Your digital footprint matters and social media presence can influence hiring decisions.
- AI tools such as ChatGPT help tailor applications, improve wording and find role matches faster.
- Job postings may appear first on social channels before reaching job boards.
- Recruiters now expect candidates who are comfortable navigating digital platforms.

SOCIAL MEDIA AS A CAREER TOOL

1

SHOWCASE

Share industry insights, projects or achievements regularly on your LinkedIn page. This will help you to stand out and build credibility with potential employers. Employers notice when someone interacts with their social media posts.

2

CONNECT

Follow and engage with recruiters, companies and creators in your field. Comments or DMs can open doors to conversations and job leads. Showing consistent interest can set you apart from other followers.

3

DISCOVER

Use relevant hashtags and explore trending content in your industry to discover job opportunities, hiring events and career advice. Clicking hashtags like #NowHiring, #MarketingJobs can lead you to openings and insider tips.

4

POLISH

Treat your profile like a digital portfolio. It is important to keep your bio, experience and posts professional. Being consistent and up to date will make a strong impression at first glance.

FOLLOWING INDUSTRY RECRUITERS/ CONTENT CREATORS

- Get immediate updates on job openings, hiring trends and changes in your industry.
- See examples of strong LinkedIn profiles and tips shared by recruiters and career coaches.
- Early access to jobs as some recruiters post openings on their personal platforms before they go public on job boards.
- Following creators who share their own career journeys, setbacks and wins can be encouraging and motivating.
- Content creators are open to DMs or Q&As it is important to take advantage of their expertise to clarify doubts or get feedback.
- Meaningful engagement with their content can lead to connections, referrals or being noticed by hiring teams.

TIKTOK TIPS

1

HASHTAGS

Search hashtags such as #JobTok, #HiringNow #ProducerJobs #MarketingJobs (in your desired field). This is a quick way to stay updated and spot hidden opportunities.

2

UTILISE THE SEARCH BAR

Use the search bar for videos such as "How I got my job at..." or "Job tips for aspiring producers" to find practical advice and creative job search strategies. These videos offer honest, relatable insights you won't find in formal guides.

3

FINDING TUTORIALS

Find tutorials on structuring your CV, including key do's and don'ts for CVs and interviews. Get networking scripts for starting LinkedIn conversations and following up for coffee chats. "Day in the Life" videos offer insights into what different roles are like.

USE CHATGPT TO STRENGTHEN YOUR APPLICATION

- Use ChatGPT to rephrase or bullet points ensuring key achievements stand out.
- Input key elements of the job description into ChatGPT. Let it help craft a personalised cover letter, highlighting your relevant skills and experience.
- ChatGPT can help adjust the tone of your application to ensure it matches the job description.
- Use ChatGPT to analyse job postings for common keywords and help integrate them into your application to increasing the chances of passing through Applicant Tracking Systems (ATS).
- While ChatGPT is a helpful tool for drafting and refining your application, **it's important not to rely on it entirely**. AI can sometimes miss nuances or provide suggestions that may not be fully accurate. Hiring managers can often tell when AI has been used, so it's crucial to add your personal touch to ensure your application reflects your unique voice and experience. Always proofread for any grammatical errors or awkward phrasing to ensure your materials are polished and authentic.

CONTACT US

 mail@searchlight.global

 Lion Court, 25 Procter St, London, WC1V 6DW

www.searchlight.global

+44 (0)20 7383 3850

