



# Online job search

SOCIAL MEDIA AND ONLINE PLATFORMS ARE INVALUABLE TO YOUR JOB SEARCH. CAREERS ADVISOR, BRONWYN APRIL, ADVISES ON SETTING UP YOUR ONLINE PRESENCE AND JOB ALERTS TO HELP YOU GET THE JOB YOU WANT.



## Facebook

When you start your job search:

- Remove inappropriate photos from your albums
- Delete inappropriate comments and posts
- Employers are often there, too, scoping out new recruits
- Join career-related groups for news, events and opportunities
- Follow pages of companies you are interested in
- Search for relevant keywords



## Instagram

Creative industries are more likely to recruit on Instagram. You can:

- Showcase your creative work
- Photo quality and styling is important
- Remove inappropriate images and comments
- Search for relevant content, hashtags and people
- Get insight into corporate company life (social or sport events)



## Twitter

This platform is less formal, so show a bit of your personality

- Username/Handle: a real name is more effective for a job search
- Your bio should fit the type of work you seek
- Real-time opportunities come and go fast – Sign in often
- Interact: read, retweet and comment
- Avoid negative, offensive or too personal comments
- Use an upbeat and professional tone
- Post topics aligned to your field
- Search: for posts and individuals aligned to your industry



# How to set **job alerts**

- Set daily alerts. It may be irritating, but could deliver results sooner
- Use quotation marks for a specific position, company or location
- Tweak your preferences if they are not delivering the results you want

## MyCareer



1. Log onto [www.careers.uct.ac.za](http://www.careers.uct.ac.za)
2. Go to MyCareer
3. Click on your name
4. Select Preferences
5. Specify the type of work you are interested in, e.g. full-time, internship
6. Choose faculty you are searching in, e.g. Humanities, Commerce (3 maximum)
7. SAVE

## LinkedIn



1. **Search** for a job
2. Click Set a job alert  
(On the right side of job search results page)
3. Select how often you'd like to receive an email alert that fit those specific search parameters.
  - a. Daily or weekly
  - b. Check boxes next to email, mobile and desktop (you will be notified of new jobs via LinkedIn.com and the LinkedIn Job Search app)
4. SAVE

## Google



1. Go to [google.com/alerts](http://google.com/alerts) in your browser
2. Enter a search term for the topic you want to track
3. Choose "Show Options" to narrow the alert to a specific source, language, and/or region
4. Select "Create Alert"

**USERS IN SOUTH AFRICA:**

**FACEBOOK:  
25 MILLION**

**INSTAGRAM:  
6.6 MILLION**

**TWITTER:  
8.3 MILLION**

**LINKEDIN:  
6.8 MILLION**

*Source: SA Social Media Landscape 2019, Ornico and World Wide Worx*