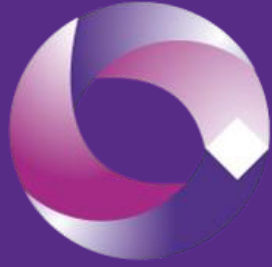




AllanWebb

Support Guide for :
**Social Media for
Job searching**

AWL-PPLE-GUID-017
ISSUED 06-03-26



**Your career
development
resource guide:**

Supporting the next step in your career

- **Benefits of Social Media.**
- **Why have a LinkedIn account?**
- **How can LinkedIn work for you?**
- **Creating a standout LinkedIn Profile**
- **How to attract attention on Social Media?**



What are the professional benefits of engaging in Social Media?

Social Media for Job Searching and Recruitment has transformed how organisations and job seekers connect. By leveraging platforms such as LinkedIn, Facebook, and Facebook, both parties can access unprecedented opportunities and advantages.

For Jobseekers:

Social media enables candidates to Showcase their professional brand beyond a traditional CV, demonstrating expertise through shared content, recommendations, and portfolio work.

It provides direct access to hiring managers and company cultures, allowing for informed career decisions.

Job seekers can also tap into the 'hidden job market' – positions filled through networking before they're formally advertised.

For Employers & Recruiters

Social platforms offer access to both active and passive candidates including talented professionals who aren't actively job hunting, direct candidate approaches are now commonplace across agency & in house Recruiters.

Recruiters can assess cultural fit more effectively by reviewing candidates' professional presence and engagement all available via social media platforms.

Cost effectiveness

The cost-effectiveness compared to traditional recruitment methods is significant, whilst the ability to target specific skill sets and demographics improves hiring precision & profile selection.

Social media recruiting has changed the hiring process, making it more accessible and efficient for organisations of all sizes whilst empowering candidates to take control of their career & professional & personal brand.

Benefits for the Jobseeker & Company

Both parties benefit from faster, more transparent communication and the ability to build relationships over time rather than through transactional interactions.

This approach has become essential in recruitment & talent acquisition, reflecting how professional relationships are now built and maintained in an increasingly digital world.

What are the Benefits:

- Increased visibility of the marketplace
- Cost effectiveness for Employers,
- Targeted reach for Employers and Job seekers
- It allows both parties to Connect and communicate in real time.
- Streamlining of Recruitment process
- It allows companies and candidates to build & control their social media mobility



Why have a LinkedIn account & WHO uses it?

LinkedIn

Is a dedicated professional networking platform designed to connect individuals and organisations within the business/professional/Commercial space.

It serves as a digital hub where professionals can build their careers, expand their networks, and discover opportunities, whilst companies utilise it to establish their brand presence, engage with talent, and recruit effectively.

Key Benefits of Having a LinkedIn Profile:

A LinkedIn presence offers professionals numerous advantages in today's connected workplace. It acts as a dynamic, searchable CV that's accessible to recruiters and hiring managers globally, significantly increasing visibility to potential employers.

The platform enables users to demonstrate their expertise through shared insights, articles, media streams and engagement with industry or personal content, positioning them as professional and skilled individuals in their field or sector.

LinkedIn facilitates meaningful professional relationships that extend beyond immediate colleagues, connecting users with industry peers, mentors, and potential collaborators worldwide. It provides access to valuable market intelligence, including industry trends, company updates, and salary insights that inform career decisions.

For those actively seeking opportunities, LinkedIn's job board feature tailored recommendations based on profile information, whilst the platform's recommendation system allows colleagues to validate skills and experience, adding credibility to professional experience.

Perhaps most importantly, LinkedIn enables professionals to take control of their personal brand, crafting a narrative that showcases not just what they've done, but who they are as professionals and what value they bring to potential employers or business partners. Also offering a variety of membership options, training and learning portals





How can LinkedIn work for you?

Learning & sharing knowledge and connections

LinkedIn provides access to a wealth of information and knowledge on an International scale.

By participating in groups, reading articles and engaging with others, you can gain insights and keep up-to-date with the latest industry trends and developments.

Professional Networking

LinkedIn provides you with the ability to connect and interact with professionals in your industry or related fields

It also search and connect with professional in new or transferable sectors. You can expand your professional network, gain new contacts and find opportunities for collaboration via networking.



Business Development

LinkedIn can also be used as a platform for promoting yourself. By connecting with potential clients and Company contacts, sharing valuable content and engaging with your target audience, you can attract new insight and connections.

Overall

Having a LinkedIn profile account can provide numerous benefits for colleagues ranging from career development to networking, learning and business growth.

Branding and self promotion

Your LinkedIn profile serves as YOUR personal brand, where you can highlight your achievements, skills, and professional interests. It can also help you establish yourself as an expert in your field, and improve your reputation and credibility.



Creating a standout LinkedIn profile

LinkedIn is the world's largest professional network with over 600 million members, think of your profile like your Own personal Brand – first impressions count

Banner and Frames – Sounds simple but customise your Profile. LinkedIn offer some standard frames. Such as Open to Work so each time someone visits your profile it is immediately visible that you are at open to opportunities. People are drawn to imagery as well as engaging text & content.

Make your headline standout – Your headline is created when you add your positions to your profile. However, you can re-write it to either promote an area of expertise its also important to elevate your profile to showcase your personality.

Testimonials

This is a great way to elevate your profile, Linked in also allows you to invite contacts to write testimonials, advisable to include professional contacts, line managers, clients, business Partners etc.

Add relevant Skills

A list of relevant skills on your profile really helps to showcase your abilities, plus Recruiters will also search on selected Recruiters will also search on Skills & Keywords including:

- **Job Titles**
- **Qualifications**
- **Location**
- **Languages**
- **Industries**
- **Sectors**
- **Fields of study**
- **Company size**
- **Company function**
- **Individual Companies**

Showcase Certifications and Accreditations

If you have Certifications and Technical skills relevant to your profession, be sure to include them.

LinkedIn has a dedicated section for these credentials, which increases your credibility and sets you apart from others in your field.



Power Statement

This is not just your Job Title; your LinkedIn summary should include 3-5 sentences that describe:

- Your years of experience in your industry and Career,
- Your area of expertise,
- The types of organisations you've worked with, your skills, and what you're most known for professionally.

Take into Account:

- Unconscious Bias,
- Your Personal Brand,
- Key achievements,
- Key accountabilities
- Your individual USP's [unique selling points – what sets you apart?]



How to attract attention on LinkedIn?

How to:

How to Apply for a Job on LinkedIn

LinkedIn helps you find relevant jobs that suit your skills and qualifications. You can either search for a job using the search field on top of the LinkedIn homepage or you can directly access the Jobs page where you can search and apply for jobs.

Millions of jobs are posted on LinkedIn every day, so it's important that you're able to find the right job postings that fit your expectations and requirements.

Note: If you're new to LinkedIn, we suggest you read about how you can use LinkedIn and its features to easily get started with your job search.

Also, make sure that you've created a good LinkedIn profile that stands out and showcases your skills and expertise.

LinkedIn Learning:

<https://learning.linkedin.com/>

Optimise your profile:

Now you have started to think about your LinkedIn profile you are ready to think about other material to make a really strong first impression. Lets take 10 minutes to think about material you can add to optimise your Profile?

Use images, photo's, infographics, and videos whenever possible – visual content is more likely to catch someone's eye as they scroll through their feed. Keep Your posts short and concise – readers are likelier to engage with something easy to digest.

Ideas & Creation of high-quality content: Share valuable and relevant content that resonates with your target audience, profession and industry sector if it's a professional post.

Add Hashtags to Your Profile.

LinkedIn hashtags work in a similar way to TikTok, Twitter and Instagram – to categorise the content.

Hashtags help users find content on a specific topic. And, if you add hashtags to your content, they'll help you get discovered by other users, including those not connected to you.

Join LinkedIn Groups

These could be industry specific sector Groups, Charities, Networking Groups, maybe you could consider starting a Group?????

Also consider following business Leaders/Individuals that inspire you.

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About Allan Webb Limited

At Allan Webb Ltd, we are a leading engineering consultancy with over 60 years of experience delivering asset optimisation services to clients across the defence, government, energy, pharmaceutical, and aerospace sectors, both in the UK and internationally.

We're committed to conducting all our activities ethically, with a strong focus on human rights, sustainability, and social responsibility. Our Corporate Social Responsibility (CSR) policy reflects this commitment, ensuring we operate in a way that positively impacts both society and the environment.

Allan Webb Activities

We truly champion flexibility and wellbeing empower our people to perform at their best. What's more, we're proud supporters of the Armed Forces community and we foster an inclusive, innovative workplace where individuals and teams can thrive.

Our Culture & Values

We're committed to conducting all our activities ethically, with a strong focus on human rights, sustainability, and social responsibility. Our Corporate Social Responsibility (CSR) policy reflects this commitment, ensuring we operate in a way that positively impacts both society and the environment.

What's more, we are proud supporters of the Armed Forces community,

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