



Social Media for Your Student and Graduate Job Search

1st edition

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If you want to help your students use social media to get ahead in their job search, look no further than this book. Taking readers through each of the major social networking sites, from LinkedIn and Twitter to Pinterest and Instagram, it provides jargon-free advice at every step, enabling readers to make effective use of these platforms for career research and networking. Illustrated with practical exercises and sample profiles throughout, this book will teach students how to manage their online presence, identify and communicate their brand and connect effectively with employers. This is an essential resource for current students or graduates who are looking for part-time jobs, summer internships, industrial placements or graduate jobs.

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FEATURES

- Outlines the functions and benefits of different forms of social media, including LinkedIn, Twitter and Facebook, so readers can choose the platform that suits them
- Shows readers how to set up social media profiles and build up their online presence
- Contains interactive exercises and practical tips to help students get to grips with using social media in their job search
- Includes links to useful websites and resources at the end of every chapter
- Features a companion website with a wealth of resources for both students and lecturers, including worksheets on researching jobs and preparing for interviews and PowerPoints to accompany each chapter