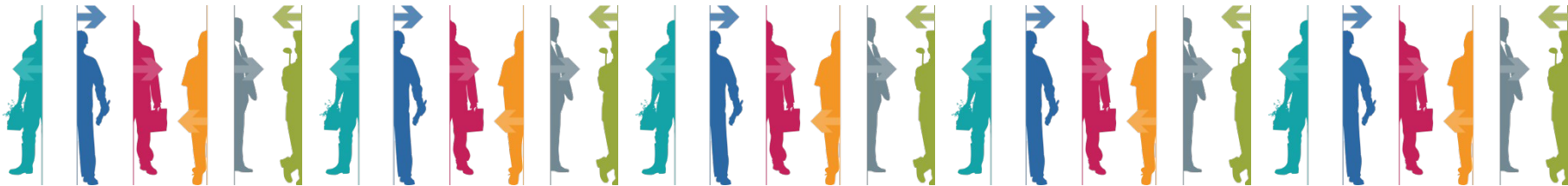# Finding a job in Europe
How EURES and social media can help

Chapter 1

Social Media

Why use social media to find a job?

Over half of France's employers regularly or occasionally check social media websites when recruiting.

40% of companies said they reconsidered candidates based on the content of their social profiles.

Online profile

Adapt your online profiles to your career choice:

- Creativity: stand out from the crowd

- Specialisation: talk the talk, walk the walk

- Consistency throughout all online profiles

Online reputation

- Check your online reputation:
  - Google yourself
  - Set up Google alerts

- Build your online reputation:
  - Position yourself as a valuable asset for companies
  - Become a recognised expert in your field

Build your online reputation

- Book your domain name

- Set up a professional blog

- Link all your online profiles together

- Share relevant content on social media

- Be active within the relevant communities/networks

- Monitor relevant discussions on social media

Manage your online reputation

- Privacy settings:
  - on Twitter
  - on Facebook
- The internet is public: don't over-share
- Your online profile and your (future) employer
  - Grammar and spelling
  - Volunteering
  - Illegal and inappropriate

Social Media tools
Twitter

- Less is more: limits

- Hashtags

- Monitor and take part in relevant discussions

- Promote your content

- Buffer and ScoopIt

Social Media tools
LinkedIn

- Complete your profile

- Use keywords

- Ask for recommendations

- Build your network

- Follow relevant companies

- Join groups and participate in discussions

- Find job opportunities

Social Media tools
Facebook and others

- Facebook
  - Pages
  - Groups
- Viadeo
  - Profile
  - Engage and promote
- DoYouBuzz
  - Online CV

Chapter 2

EURES

EURES Platforms

- Online portal
  - Look for jobs
  - Contact EURES advisors
  - News and tips
  - Helpdesk
- Mobile app
- Social Media

Questions