

GET THE JOB

Become Active on Social Media

While social media can be a great tool to connect your friends and loved ones, don't underestimate the benefits that it provides a job search.

According to the Harvard Business Review, about 75% of employers actively research candidates online. When you take advantage of your social profiles, you can paint a professional image once your name enters a hiring manager's search bar.

Before customizing your online persona to enhance your job hunt, research the professional profiles of others in the industry. You can get a feel for the types of articles they are sharing to gain insight into current trends in the company.

Pay attention to the language they use and attempt to connect with them to enhance your professional network.

SHOW YOUR INTEREST IN AN INDUSTRY

When using social media, make sure to alter your profile to show your interest in entering a field. List monumental work milestones you have achieved and how your experience can benefit the growth goals of your target



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companies.

A good practice is to fill your feed with interesting posts about your industry of interest. You can further impress hiring managers through their research by creating content about niche challenges they face and your solutions.

It can also be beneficial to host your own website where

you release weekly blogs regarding the field. Don't forget to share your stories among various social media outlets to gain a broader audience.

BECOME AN EXPERT

Regularly posting updates about an industry is an excellent way to become an expert and learn new things. The

knowledge you gain through your work will benefit both yourself and a company once you use your expertise during hands-on experiences.

When rebranding your social media to be more career oriented, market yourself as an expert in the industry with problem-solving content. If you're efficient in building your brand, your reputation as

a knowledgeable resource can be an attractive feature that employers desire.

USE SOCIAL MEDIA TO YOUR ADVANTAGE

Much like human resource managers use social media to find out about applicants, you can use it to discover truths about the company. Check out these statistics from the Human Capital Institute to see how other job seekers are utilizing online networking to their advantage.

- Sixty percent report a negative candidate experience with an employer;
- Seventy-two percent admit to sharing their negative experiences online; and
- Fifty-five percent claim to avoid companies after reading about unfavorable working conditions.

By analyzing the online persona of a group, you can gain a unique perspective into how a group treats its employees and operates. Don't find yourself facing regret after landing the job with a corporation that practices methods outside of your beliefs.

Instead, focus your job search around companies who share a similar outlook toward goals. Connect with the brands online so you're automatically notified about new positions and other news that can benefit you during your search.

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HOT JOB PROFILE

AMBULANCE DRIVERS AND ATTENDANTS

Number of jobs in 2018: 15,600

Job outlook, 2018-28: 11% (much faster than average)

Employment change, 2018-28: 1,700

The role: Drive ambulance or assist ambulance driver in transporting sick, injured or convalescent persons. Assist in lifting patients. Does not include EMTs.

Source: U.S. Bureau of Labor Statistics

Education required: High school diploma or equivalent, moderate-term on-the-job training.

The need: Qualified ambulance drivers and attendants will always be a necessary, particularly with the growth of assisted-living facilities and as the population grows older.



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