University is an experience. At university you learn many facts, figures and concepts, but university should necessarily always give you a professional designation or prepare you for any particular job. Rather, university opens you up to new ways of thinking and dealing with information. University teaches you to learn, assess and react to situations in different ways, in order to control outcomes. Often, students will leave university with a different perspective on both life and the world around them.

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You, that’s all good and what not... but how are you supposed to get paid?

The Student Success Centre (SSC) is hosting a conference on using social media to assist you in your future job search, which is taking place at McMaster Innovation Park. The topic will be using social media to boost your online presence and build the most important brand you’ll ever interact with—your own. According to BrazenBlink.com, social media is like mouth of words on steroids. So why not use this to develop your personal brand?

According to Jobvite, an e-recruitment solutions provider, 80% of employers currently use or are planning to use social media for recruiting practices. Of this group, 66% had successfully hired through social media, across platforms including LinkedIn, Twitter and Facebook. This leaves a decline in traditional job board postings and an emergence of employers scanning potential employee’s social media profiles.

If you want more information about how to operate, or information about our amazing speakers and panelists, see the QR code below or visit: http://studentsuccess.mcmaster.ca/career/career-exploration/events/smconf.html

If you want to keep up-to-date with how things are progressing, or if you would like to join in on the conversation, check out #smedia4jobs and follow us on Twitter @MacSSC to stay in the loop. What questions do you have about social media and jobs? Are you already using social media in your job search? Have you successfully gotten a job using social media? Tweet about it and add #smedia4jobs.

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