

A large, stylized LinkedIn logo is positioned on the left side of the page. It is composed of a light blue 'in' and a darker blue 'li' that forms a vertical bar. The background features abstract shapes in various shades of blue.

7 ways

social media
can help (and hurt) your
global development
job search

WE'RE HERE TO HELP.

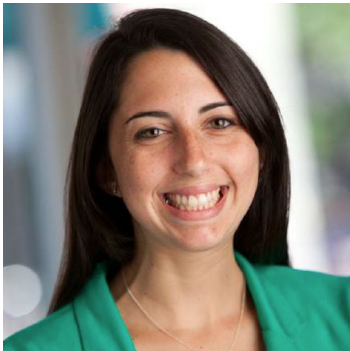


KATE WARREN

Kate is our resident expert on what it takes to advance your career in global development. She works closely with recruiters at top development organizations and has first-hand insight into the latest hiring trends in international development. Subscribe and tune in to the [Career Matters Blog](#) each week as she shares her insider perspective.

*Tweet me your
career questions.*

[@DevexCareers](#)



STEPHANIE EICHMANN

Stephanie works closely with job-seekers in the global development industry and gives them advice on getting their foot in the door. Whether it's a CV upgrade or some cover letter "sprucing up", Stephanie's the one to talk to if your job search needs an extra boost.

*Talk to me on
Twitter.*

[@stephaniedevex](#)

Think social media is “for fun” only?

Think again. Stories of people missing out on job opportunities because of an errant tweet or Facebook status has (understandably) made many a job-seeker a little afraid of mixing social media with professional goals. The reality is recruiters may google you anyway, and could stumble upon your social media profile. So why not take charge of your online presence?

Whether it’s through networking or demonstrating your expertise, social media gives you access to a broad audience and makes you visible to recruiters. We’re in constant contact with global development recruiters who say they use sites like [LinkedIn](#) and [Devex](#) to find candidates for open jobs.

But if you’re still unsure how to make social media work for your job search, here are **7 tips to get you started**.



Spread the word

Let your social networks know that you're actually looking for a job. But don't just update your status to say, "I'm looking for a job." Be specific.

"I'm looking for a food security posting in Rwanda. Has anyone lived/worked/visited there? What was your experience like?"

↪ This sounds so much better and it gives people the chance to interact with your post and start a discussion (which is the point of social media anyway).

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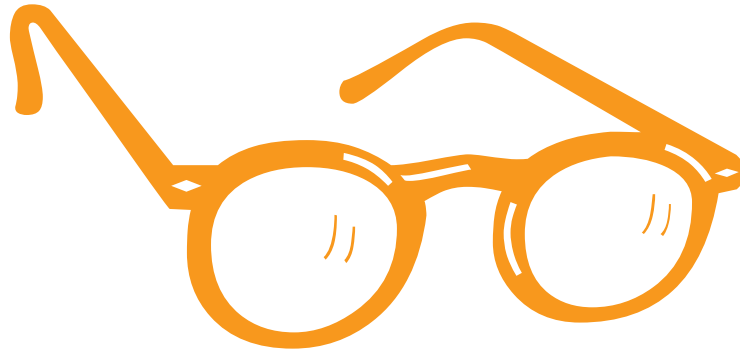
Network

Don't just let your friends know that you're looking for work. Use social media to branch out and make new connections. LinkedIn is a definite favorite for making professional contacts, but don't discredit Twitter or Facebook for professional networking. Participate in live Twitter chats or Facebook groups specific to your sector expertise to get your name out there.

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Present yourself as an expert

Presenting yourself as an expert or thought leader is key to building up a social media profile that gets noticed, especially when looking for development jobs. Write a blogpost on cost-effectiveness in foreign aid delivery and share it on Facebook. Share interesting articles on your area of interest on Twitter. Or, join subject-matter groups on LinkedIn or Google+ and comment frequently on discussions.

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Customise your FB lists

If recruiters google your name, chances are they will stumble across your Facebook profile. You probably don't want them to stumble across your photos from last weekend's party or your recent Facebook status where you complained about your last job. That's why it's really important to create lists. Set up a list for "just friends" and when posting more casual statuses, post only to that list. Change your settings so that your photos are only visible to your friends list as well. That way your public Facebook profile stays professional.

Bonus tip: Frequently post interesting content on your area of expertise to your public Facebook profile. When your profile comes up in a search, recruiters will see only the stuff that makes you look like the expert you are. [Read more on customising your Facebook lists.](#)

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Look for recruiters/ hiring managers

If you have an interview and you know the name of your interviewer, try searching for that person on social media. But, don't request their friendship online. We need to repeat that. Don't request their friendship online. This is a research-only activity that could help you find interesting things about the interviewer's profile that may help you to connect with them on a more personal level during the interview (maybe you went to the same university, or maybe they published a paper on food security and that just so happens to be your area of expertise).

Bottom line: Use social media to research, but don't canvass for the position and don't try to connect with the interviewer on social media.

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Be courteous

Joining a LinkedIn group and debating what's missing from the U.N. High Level Panel's recommendations for the post-2015 agenda could help show off your expertise on social media. But remember to be nice. Personal attacks against your fellow social media cohorts will only make you appear less professional. Show off your expertise while commenting online but keep it classy.

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Don't live online

Remember there is still a real world out there. While social media can expose you to a broader audience, you should still make the effort to attend live networking events. LinkedIn, Facebook and Google+ are great sources to find events that are close to you. If you have business cards, print your Twitter handle and your LinkedIn profile URL on the back so that the people you meet in person can connect with you online.

For the tech savvy: Try printing a QR code on the back of your business card that links to your online profile.

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Need some networking tips?

 [Read our Networking Guide](#)

Watch:

 [How Social Media Can Influence Your Job Search](#)

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YOU'RE CHANGING THE WORLD. **WE CAN HELP.**

JOB POSTINGS

Ours is the most popular international development careers website in the world. More than 2,000 positions are posted monthly by the world's leading organizations because they get results.

CAREER FAIRS

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Our expert CV writers use years of industry knowledge to craft CVs that help job-seekers get the global development jobs they want. This is a truly personal service that includes one-on-one consultations, a questionnaire and a phone call that helps us get to know you and your career goals.

Take charge of your job search.

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