# Telephone skills and social media

## How to make a call

* Prepare for the call.
* Standing up gives you better voice projection.
* Smiling can affect the tone of your delivery.
* Explain your call – who you are and the reason you are making contact.
* Have some questions prepared and listen to the answers.
* Match yourself to the needs they express. If you listen to the information given to you carefully, you will pick up clues for this.

Before you telephone about any vacancy, make sure you have the following information to hand:

* the name of the person you need to speak to
* telephone number
* pen and paper in case you need to make notes
* CV
* reference number of the vacancy – if appropriate
* the job title and details of where you saw or heard of the vacancy
* any other information the advert may have asked you to provide

Write down any questions you would like to ask.

Remember if you ask for a call back, think about your answerphone message.

When asked for your name and address, speak clearly and spell out any unusual words.

You will not receive the application form or the information you require if they do not have the correct address.

What do you need at hand to record outcomes of the call?

Are you prepared with answers or questions relating to the call you are making?

How accurate is the information you are working with?

Are you able to say with confidence what makes you stand out from others applying for the job?

## Listening

* Ask questions ensuring you have understood what has been said.
* Do not interrupt. Let the person finish talking.
* Think about what your contact is saying.
* Let them know you are listening.
* Try not to worry about other people’s opinions.
* Keep an open mind.
* Avoid distractions.
* Have everything ready before you call.
* Practise techniques before the call.
* Listen to everything they have to say before you make any decisions.

## Where do hiring managers and recruiters look?

Around 91% of UK employers say they use social media for recruitment.

The social networks that employers most use are:

LinkedIn – 91%

Facebook – 66%

Twitter – 53%

## Facebook

#### Ask your friends

There is no shame in posting a simple, polite, professional status asking if anyone knows of a place that is hiring.

You may even want to be a more specific about your needs and ask if anyone knows of an open position in the area you want to work in.

Chances are that at least someone will know about a potential job opportunity. Even better, you may have someone to ask for an interview!

#### Search

Put jobs into the search bar and see what comes up.

#### Like pages

What are your interests? Like pages of companies you would like to work for. Companies often post their jobs on Facebook as it is cheaper than traditional advertising.

## Twitter

#### Follow companies

Follow companies you might want to work for. They may post links to their jobs on Twitter.

#### Search hashtags

#job is a good way to see jobs posted, you might need to narrow down the search to the UK or your local area only [#job](https://twitter.com/search?q=)

As Twitter is a global network, it is best to search in times when local companies would be posting jobs, from 9am to 5pm.

Some other useful hashtags are:

#Hiring or #NowHiring

#Jobs

#Careers

#TweetMyJobs

#JobOpening

#JobListing

#JobPosting

#HR

#Graduate Jobs

Career- and industry-specific hashtags too, like:

#ITJobs

#TechJobs

#Marketing

## LinkedIn

LinkedIn is like an online CV. You should follow the same rules:

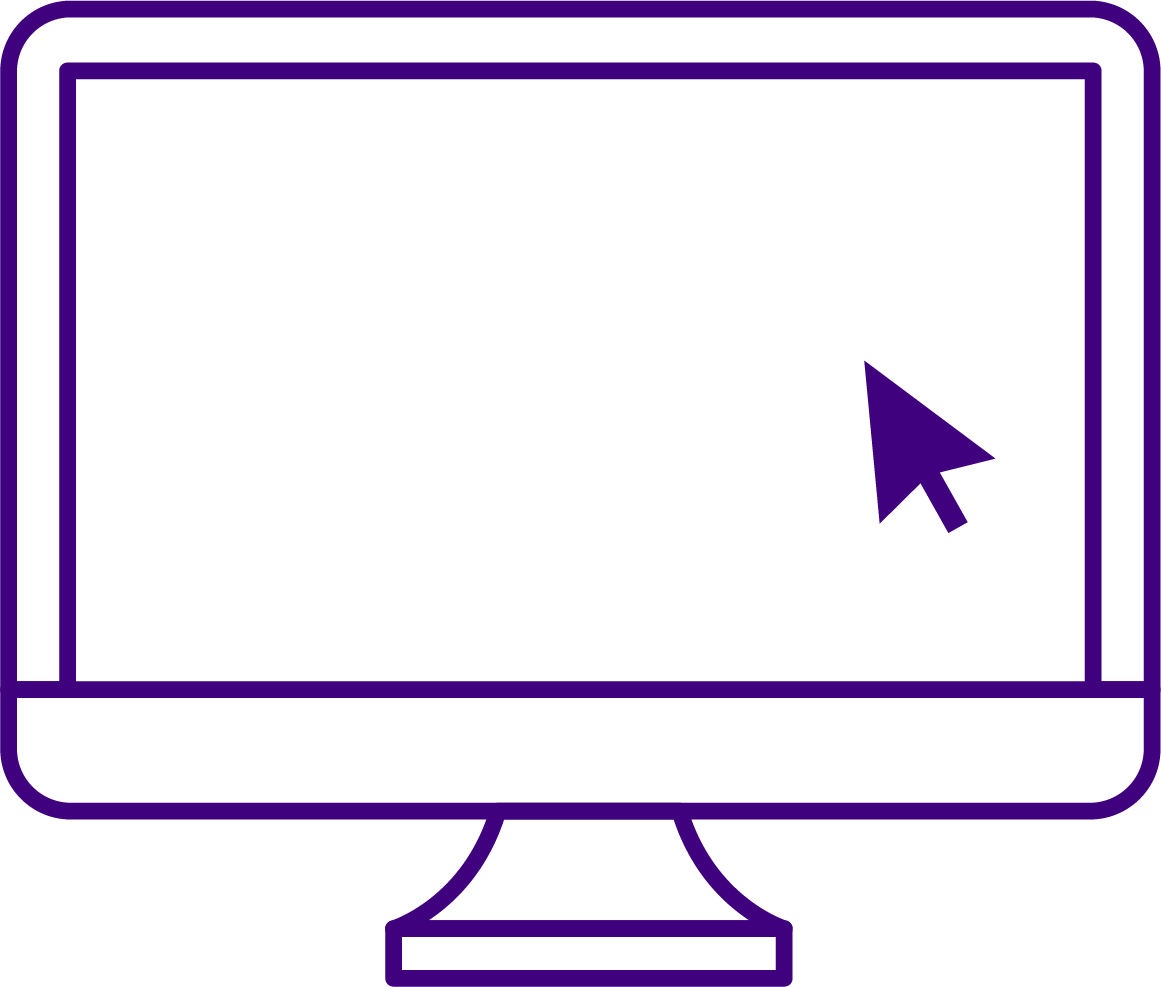
* Be clear with your objectives in your personal profile.
* List your most recent job or training first.
* Be professional.
* Be honest.

The great thing about LinkedIn’s profile page is you can upload the information directly from you CV.

#### Follow companies and people

You can also follow a company on LinkedIn. This means all their news, including the jobs they advertise, come up in your news feed.

You can also message contact and companies on LinkedIn to find out more about vacancies.



### Simple steps to follow

#### Be consistent

Got a great Twitter profile, but it is under the handle @wizardman67? If a potential boss cannot see you are up to date with social media that could affect your employability. Use your name across everything, keep a consistent tone and think of it as your personal empire.

Your Facebook 'About' section should be different from your LinkedIn profile description. If you keep things consistent and the general tone similar, you will look in control.

#### Google yourself

Check beyond the first page of results. Employers will go a few pages back.

#### Request your Twitter archive

Go into your settings and into the Account tab. You can find how to request an archive containing all the tweets you have ever sent.

#### Passwords

Check your passwords are secure. Each account should have a different password. An online password manager can help with this.

Most commonly used passwords in 2023 are:

* 123456
* 123456789
* qwerty
* password
* 1234567
* 12345678
* 12345
* iloveyou
* 111111
* 123123

If your passwords are on this list, you may want to change them!