

How to accomplish 'mission employment' using social media

 ByWill Smith

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To be recruited by a reputable company in a city like London is not easy. Some use employment agencies, and for many this is sufficient. However, there are two main concerns here: Is the chosen employment agency good, and are there other resources (like social media) that you can use to fast track the whole process in order to get an interview?

Picking the best recruitment agency

The whole job-search process seems like trawling for a fish that finds newer ways to escape the net. So, besides being equipped with the specific tools, one should always feel determined, and supported by few strategies, to land up with the best of the recruitment agencies, be they in London or anywhere else. Using following tips help:

Career consultant

Look for a professional who has greyed his hairs in the industry by staying abreast of the trends and cycles of up-downs. He might be able to provide you a better insight of the possibilities in your field of interest. You can talk to him about the kind of jobs available, matching your experience along with degree, diploma and other certifications. Specialists or niche agencies seem to be more active on this aspect.

Executive than generalist

More often than not, it has been noticed that peculiar profiles often find themselves on the platform of executive recruitment companies rather than a generalist one. For example, one could concentrate on profiles demanding specialised media, social care, SAP, etc as the forte or experience of the candidate, but for a fresher who is going to start experimenting with himself and his inclinations, generalist agencies might be the best.

Regional or local expertise

This comes into play when the search is place specific. For example, a port city such as London will most likely have different kind of jobs as compared to the city with corporate headquarters or a city with natural treasures such forests, scenic vistas, or one built on a mineral - like Johannesburg, etc. Language can also be one of the reasons for specific search.

Using social media for your advantage

Engaging, connecting and sharing with the working lot can open doors you never had thought about before. In addition to taking above steps to make sure you approach the [right employment agency for you](#), the vast network of experienced professionals on the World Wide Web can also be brought into use while hunting for the best job. To know how, read on.

Researching

One should be constantly updated on the news on the sectors or industries of interest. Researching the prominent companies in a particular sector can highlight the skills or attitude needed. Social websites give you a chance to become familiar with and use the tools the professionals from the same field are using, giving you an advantage.

Professional profile

This has become the modern way to attract the attention of a potential employer. Keep your profile updated with all you achieve at every step of your professional active life. The more connected and up-to-date you are the better exposure you will enjoy. However, do not be careless about videos, links, etc that you add to your profile on sites like LinkedIn. Your profile must represent your interests and inclinations accurately.

Twitter for networking

For networking and increasing your circle of connections, Twitter can prove as good as LinkedIn, or maybe even more for someone who knows how to exploit it to his purpose. Building relationships is what almost everyone does on a job, so why not start it before getting into one, by learning the nuances as well as the complications, if any.

Other than what is explained above, relationship building and development online include a lot of sharing and expression in terms of relevant professional views, opinions, tips on getting better, motivated, etc.

With the help from both recruitment agencies and social media, your goal is not far off, just be patient!

ABOUT WILL SMITH

Will Smith is a professional travel blogger who has written many articles on luxury family travel, adventure holiday, Concierge Travel Services and many more.

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